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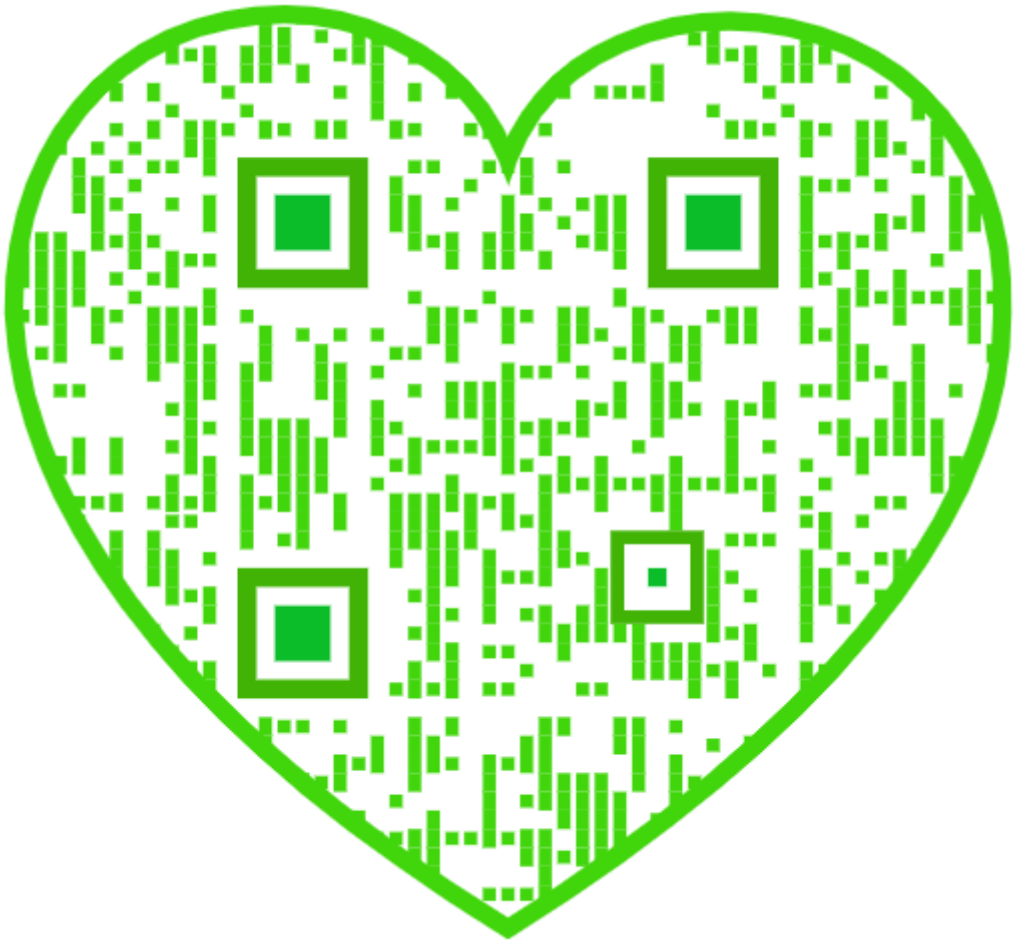

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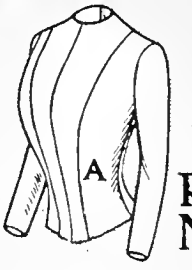

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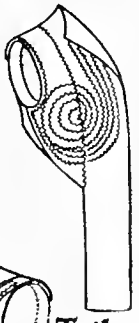

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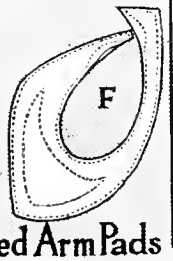

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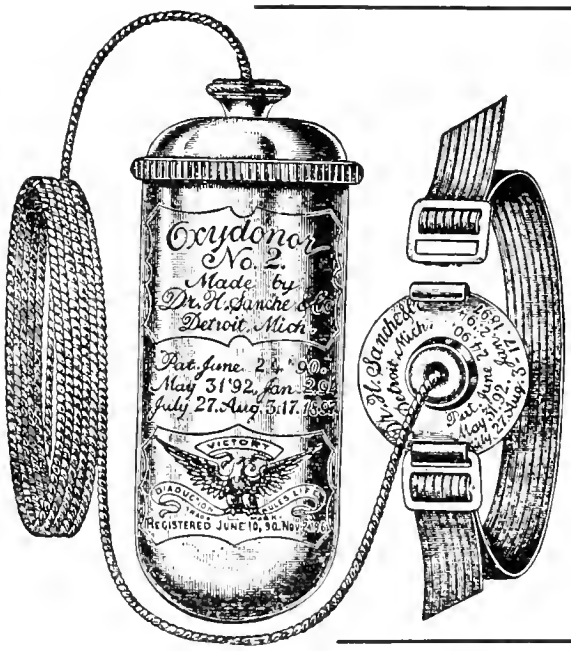

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I.

INTRODUCTION.

. Many women go without as complete a wardrobe as they would like to have or pay out more money than they feel that they should spare to get their garments made or are forced to wear unbecoming, non-individual clothes simply because they do not know exactly how to cut and fit and make and finish the articles of their apparel and without complete instructions before them do not feel like risking the time and the material in experimenting. On the other hand if they know just how to go ahead and have each step made plain for them to follow they could add many beautiful garments to their wardrobe at a very small cost. To be sure much that is very helpful has been written on the subject of sewing and many of our best magazines have given us invaluable information, but many women do not preserve these periodicals or have not the time to wade through all the other literature and sometimes a labyrinth of instructions to find out the system of properly cutting out and putting together and finishing a dress or suit or piece of underwear or perhaps doing up a piece of household sewing. For this reason this plain, simple and comprehensible set of Sewing and Dress Making Lessons have been compiled—without waste of words or unnecessary repetitions. We have made the system as brief and as easy as possible and by following faithfully the instructions and always turning to the lessons designated you will find that you have a reliable guide to the making of every essential garment for your wardrobe.

Sewing is an art and the woman who clothes herself with an eye to bringing out the possibilities of her grace and beauty and best points of individuality, and hiding any possible defects of her contour or carriage will work as an artist, using herself as the model and her materials, trimmings, etc., as the means of presenting to the world her ideal of thought. Thus dressmaking will become an Art and a Science and a pleasure instead of a nerveracking, laborious piece of drudgery.

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CHAPTER III.

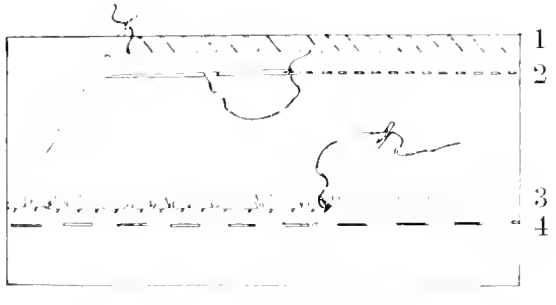
TO HOLD THE GOODS.

Always hold the goods in a position so the stitches are taken toward you. Sit up straight, hold the work firmly in the left hand, leaving the right hand free with which to do the stitches. Never hold the work so as to crush and crumble it nor yet so loosely that the stitches are taken unevenly, and do not form the bad habit of pinning the work to your skirts and then humping over to do it or winding seams over the forefinger of your left hand, but learn and practice holding and doing your work properly and sitting erect.

CHAPTER IV.

PLAIN, FANCY AND ORNAMENTAL STITCHES.

Lesson 1.—KNOT.—Thread needle with proper sized thread and hold in left hand. Wind thread once over forefinger of right hand and pull tightly. Knots should never be visible in any sewing except in basting. Always take stitch under the hem or seam to hide knot but in open space where this is not possible fasten thread by taking two or three stitches over each other or by backstitching (Lesson 4).



(1) Slant Stitch, Lesson 5.
(2) Running Stitch, Lesson 2.
(3) Hemstitch, Lesson 17.
(4) Basting Stitch, Lesson 3.

Lesson 2.—RUNNING STITCH.—The stitches through the cloth should be of exact and equal length. It will be in constant use for seams on light materials, French seams, hemming of fragile garments, gathering, etc.

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Lesson 3.—BASTING.—The fundamental principle of all good fitting and adjusting lies in the proper basting. Lay your cloth perfectly in place and then fasten by taking even or uneven running stitches through the material as in cut.

Lesson 4.—BACKSTITCH.—Take a few running stitches (see Lesson 2), then take a short back stitch back on the upper side and a long stitch forward on the under side. Begin next stitch exactly where last stitch left off on upper side of sewing (see cut 1). The half back stitch is taken half way back between the space of where the thread is drawn through and where the stitch leaves off on the upper side.

Lesson 5.—SLANT STITCH.—Begin at the right and work toward the left. Hold your goods with the edges which you are sewing on toward you. Insert the needle under the fold, using two or three stitches to hold (never knot under a fold). Point the needle toward the left shoulder and pass it through a few folds of the material and a few threads of the fold. This is one of the most particular lessons in sewing as every stitch must be exactly the same in height and distance apart. (See cut 1, page 6).

Lesson 6.—OVERCASTING AND OVERHANDING.—Baste material with edges exactly even or if single trim smooth and even. From under side draw needle through cloth exact depth to be overcasted or overhanded and take stitch over and through twice to hold firmly. Use Slant Stitch (see Lesson 5), varying the distance between stitches according to the quality and thickness of the material. The two important features of perfect overcasting or overhanding are to have needle point at exact depth and be exact distance between each stitch.

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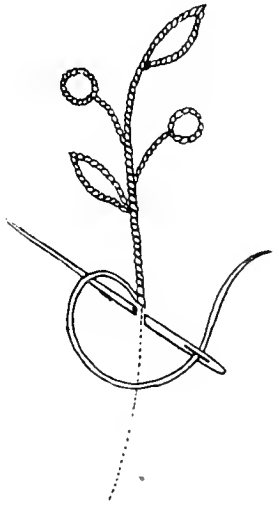

Lesson 7.—OUTLINE STITCH.—Take even stitches, holding your work with the needle pointing toward you and always keeping the thread on the same side of the needle. Take each stitch back two threads on the preceding stitch and draw rather tightly, yet not enough to wrinkle the goods.

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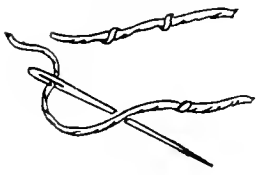
Lesson 8.—CHAIN STITCH.—Start at the top of your design and always have your needle point towards you. Draw needle through material, hold down thread under left thumb to form a loop, take a short stitch through the material, bringing needle through one stitch distance ahead and proceed as before.

Lesson 9.—CABLE STITCH.—The cable stitch is made almost exactly as the chain stitch (see Lesson 8), except that the needle is drawn through at the side, half way back of the previous stitch, instead of at the center.

Lesson 10.—COUCH STITCH.—Couching is made by laying straight lines of thread at equal distances apart across the design. Hold the threads in place with your left hand and fasten them to the material with small stitches on the right side, having the stitches in each row fall between those of the opposite row.



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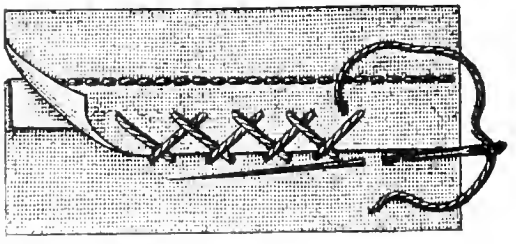
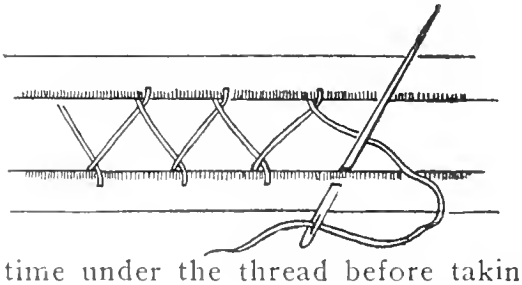
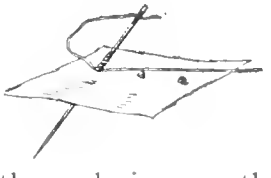
Lesson 11.—CATCH STITCH.—Baste edges neatly together. Hold loosely in left hand, and work from left to right. Knot thread and draw needle through from under hem having needle come out the exact depth stitch is desired. Point needle to left and take one small stitch through cloth and above hem, repeat, drawing thread downwards, taking small stitch through hem on exact line of desired depth.

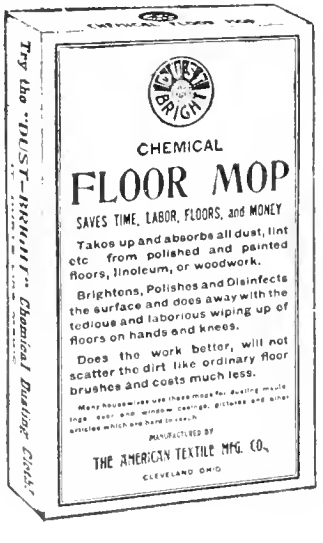


Lesson 12.—FAGOT STITCH.—Fagotting is used to combine ribbon folds, bands or braid. All work must first be basted over stiff paper or thin oil cloth. Bring thread up through edge of fold and cross from left to right and recross from side to side between the folds taking a short stitch through the edge of the folds and passing the needle each time under the thread before taking the stitch.



Lesson 13.—FRENCH KNOT.—Bring thread up through the material. Take small back stitch, drawing needle half through cloth. Wind thread two or three times around needle and hold the knot down with the left thumb and pull needle through—then stick the needle through in exactly the same place it was drawn through at first and fasten underneath with short back stitch and bring thread through for the next knot.

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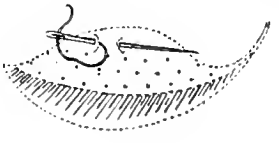
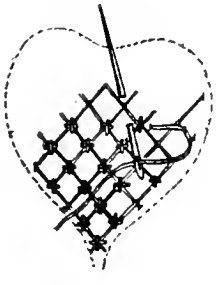
Lesson 14.—SEED STITCH.—The seed stitch is made by taking small back stitches covering the leaf or petals of a design or monogram. The rows must be evenly spaced and the stitches in each row falling midway between those of the rows at either side of them.



Lesson 15.—DAMASK STITCH.—Fasten thread on wrong side and bring needle up through to right side, carrying the thread across the pattern to be worked. When the desired number of threads have been laid draw through in the opposite direction at even distances apart another set of threads. At the place where the threads cross catch down with the cross stitch. (See Lesson 11.)



Lesson 16.—HEMSTITCHING.—Draw the required number of threads and turn hem and baste exactly below last thread drawn. Hold the hem toward you, insert the needle under and through the hem, group from three to as many threads as are desired (always the same number), and draw the needle through to the right of the group and take a short stitch in the fold of the hem. (See cut No. 1, page 6, for exact position of needle).

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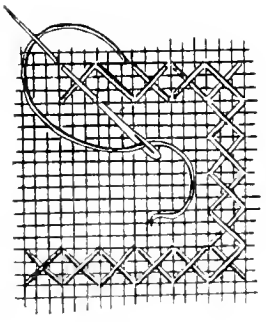

Lesson 17.—CROSS STITCH.—The cross stitch is simply bringing one stitch across the angle of the other.

GOITRE

will disappear when treated with

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Also

Thick Neck, Tumors, Double Chin, Enlarged Joints, Inflammations

The above statement has been so thoroughly proven that we are almost tempted to say Morlene will cure any case of Goitre. However, to avoid possible misrepresentation *we will say that in every case* Morlene relieves the dangerous and disagreeable conditions accompanying Goitre and *gives entire satisfaction to 92% of all cases*, no matter how bad or how long standing.

Goitre is unsightly and disagreeable, to say the least, and it often produces dangerous conditions by affecting the eyes, the breathing or the blood flow to and from the brain, so it is always best to get rid of any enlargements about the throat whether they be Goitre, Thick Neck or Tumors and for the sake of a better appearance the Double Chin.

Morlene is not an experiment, its effectiveness has been thoroughly proven, therefore we want every person afflicted with Goitre and similar troubles to know that there is a remedy which is really a success in 92% of all cases.

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Our methods are used exclusively on the C. & B. Boats. Let us hear from you.

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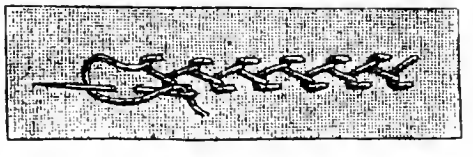
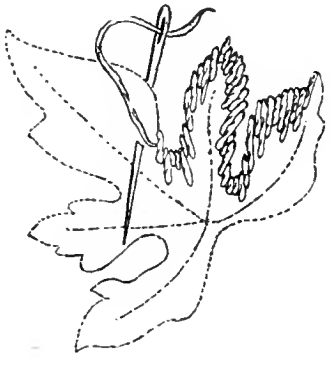
351 The Arcade **CLEVELAND, O.**

Lesson 18.—FEATHER STITCH—BRIAR STITCH.—Mark with pencil or tailor's chalk or run a colored thread along the line to be followed. Knot thread, bring needle through to right side, hold thread down with left thumb, take a short stitch through and to the right side of the mark or line, bring



thread down directly on the mark or line and hold with thumb and take short stitch downward to left of the mark or line and repeat taking stitch, first on the right then on the left. (See cut). The double feather or briar stitch is made by taking two stitches to the right and two stitches to the left, instead of one while the triple feather stitch is made by taking three stitches to the right and three to the left.

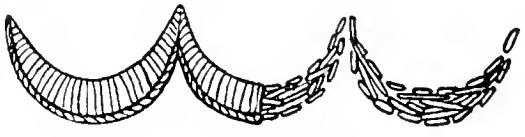


Lesson 19.—LONG AND SHORT STITCH.—Follow exact instructions as slant stitch (see Lesson 5), except that one stitch is taken, one-half the distance in depth as the succeeding one.

Lesson 20.—SOLID EMBROIDERY.—Is made by using the long and short stitch in successive rows until the design is entirely filled in.

Lesson 21.—SATIN STITCH.—(French Embroidery)—The satin stitch is the stitch taken straight across from one edge to the other of the design or taken on a slant from one edge to the opposite edge. You will use the Satin Stitch in making the Chevrons, page 18, or Initials, and in many other designs so much in vogue at the present time.

Lesson22.—EMBROIDERY SCALLOP STITCH.—Fasten thread by running and back stitches. Hold thread under left thumb forming loop. Take stitch through material depth desired with needle pointing downward. Draw needle through loop and repeat taking every stitch very closely together so no gap appears between the stitches. Often the depths of the scallops or embroidered edge vary according to the pattern or design to be worked and the outline must be very carefully followed. The cut shown in Lesson 25, shows the exact position of the needle.



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How easily the most inexperienced sewer can create perfectly stunning effects in embroidery with the new Reis Gumbac Foundations Scallops. They are very simple. If you can thread a needle you can successfully use them. Just moisten the back and stick on, and work over with silk or cotton. That's all.

REIS' FOUNDATION Letters and Scallops

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Reis Gumbac Scallops come in six styles—26 patterns, and retail at a uniform price of 10c per card of 1¼ yards to the small sizes and ⅝ of a yard to the large.

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Are made in three styles:

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In Sizes from ⅝ inch to 10 Inches.

Harmonizing colors of embroidery silk will add to their attractiveness, especially when working monogrammed designs—easily accomplished by interlacing the letters.

Send us your name, a 2-cent stamp and the name of a dealer in your city who would most likely handle our goods. We will send you in return our new booklets, sample strips of scallops and samples of the Reis Letters in your initial.

Sold at the Art Counter of Any Department Store

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THE OLD WAY TO EMBROIDER SCALLOPS.

There is an old, tedious and laborious manner of embroidering scallops and there is a new, pleasant and easy way. The old method is to buy a transfer pattern or hire the stamping done. Then a running stitch must be very carefully taken at the exact line desired to indicate the depth. Then you must pad your scallops with the chain stitch using a good filling cotton. When your foundation is completed then embroider according to embroidery scallop stitch. Lesson 22.

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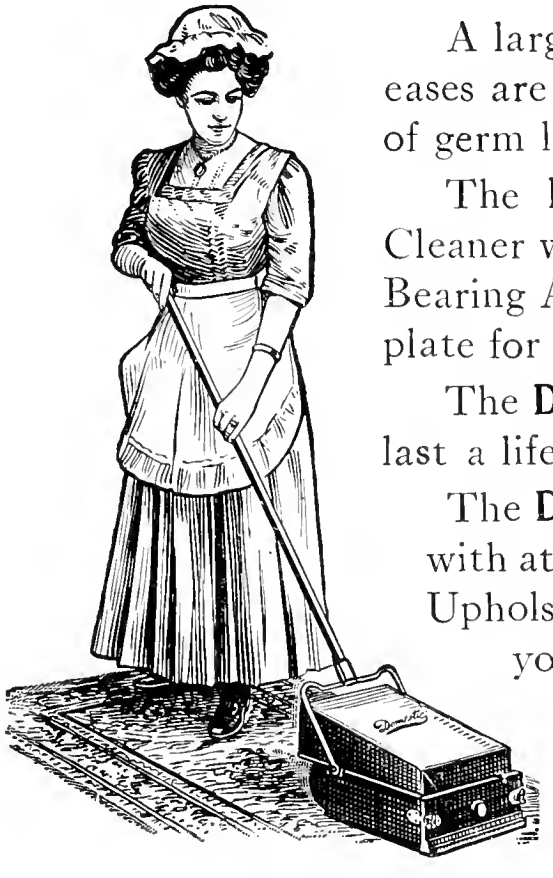

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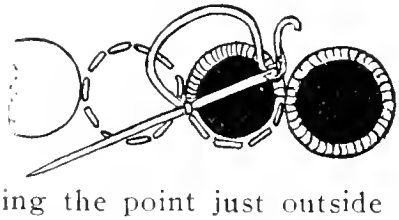
To save time and energy and to insure satisfactory results with your work, procure the necessary length of Reis Foundation Gumbac Scallops, which can be embroidered over without any of the preliminary work explained.

All you need to do is to moisten the scallop, press down with your hand and work over with the stitch taught you in Lesson 22. This eliminates all the drudgery of stamping your design and all the filling-in work and gives a much more desirable effect than you can possibly obtain by the ordinary methods.

Lesson 23.—BLANKET STITCH.—Begin by fastening thread by using running and back stitch. Hold thread under left thumb forming loop—take stitch depth desired with needle pointing downward, drawing needle through loop, and repeat, taking care to always have the stitches exactly the same distance apart and exactly the same height. The blanket stitch is the same as the buttonhole stitch only each stitch is made instead of very close together as the buttonhole stitch is done, a small distance apart.

Lesson 24.—BUTTONHOLE STITCH.—The Buttonhole stitch and the Embroidery Scollop stitch are done exactly the same (see Lesson 22), except that in embroidery the point of the needle is toward the edge while in buttonholeing the point of the needle is toward the cloth. See cut of Lesson 25, for exact position of needle.

Lesson 25.—EYELETS AND EYELET EMBROIDERY.—Eyelets may be round, oval, oblong or pointed. Run a cotton thread around the outlines with very small running stitches to hold the form, then punch with a stiletto. Set the needle for each stitch just outside the cotton outline stitch and draw the point through the stilettoed opening or set the needle through the opening, bringing the point just outside the outline stitch. Either manner is correct. Make the stitches very even and rather tight and then shape perfectly with the stiletto.



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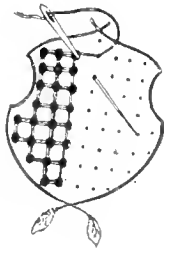

Lesson 26.—PUNCHED WORK.—Thread the long special needle used for the work, and knot it at the eye. Then fastening your thread on the under side of the material, begin work in the upper left-hand corner of the design. Bring up the needle in the first dot of the first row, send it down in the first dot of the second row, bring it up again in the first dot of the first row and draw the thread slightly to pull the goods together. Then send the needle down in the first dot of the second row and bring it up in the second dot of the first row. Pass down

through the second dot of the second row, bring up through the second dot of the first row, draw the thread a bit; pass down through the second dot of the second row and bring up again in the third dot of the first row. When you have done all of the work in one direction, turn the material and repeat the stitch at right angles to the first set of stitches, so that the effect will be one of little squares.

Lesson 27.—BRAIDING.

Braiding is most suitable and effective for a border or a trimming for waists, gowns, suits, evening wraps or children's dresses and can be used on any material. It can be developed with plain braid, soutache, cord, bias tubing or fine embroidery or the design can be followed with the outline or chain stitch. On heavy goods such as velvet, serge or linen a braid or cord the color of the material should be used. To secure the most attractive effect the braid should be sewed on the edge so that it will stand up on the material. The stitch used to sew on the braid is a short stitch on the right side of the braid or cord and a long stitch on the back. For materials of net, chiffon or marquisette a dull silver or fine gold or soft silk cord put on with button hole couching makes a most beautiful border or trimming. The stamping of these patterns for braiding must be most carefully done and the design followed exceedingly accurately in order to produce a satisfactory effect. There is an infinite variety of beautiful designs and patterns now in vogue for braiding, so the plainest or the most fastidious tastes can be satisfied. Those not having the time or the inclination to do this work for themselves can make up their garment and then have experienced braiders neatly and carefully carry out your ideas in any simple or elaborate design which you may select.

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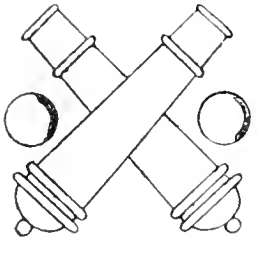
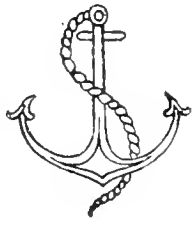
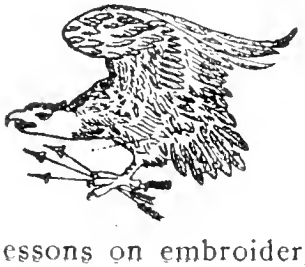
Lesson 28.—MONOGRAMS, CHEVRONS AND EMBLEMS, Etc.







Chevrons and emblems are very appropriate for sailor suits, boys' suits, and a number of purposes which present themselves and children always delight in an emblem or chevron on their arm, while grown ups always appreciate their monogram neatly worked on their garments.

You can either get the Reis emblems, chevrons and monogram foundations and work over them with the satin stitch (see Lesson 21), or you can stamp them on crinoline or stiff paper and baste them on the goods and embroider, cutting the paper or crinoline away as soon as finished. Or you may embroider the chevrons and monograms on a separate piece of broadcloth or linen, and sew on. See lessons on embroidery for the monogram work.

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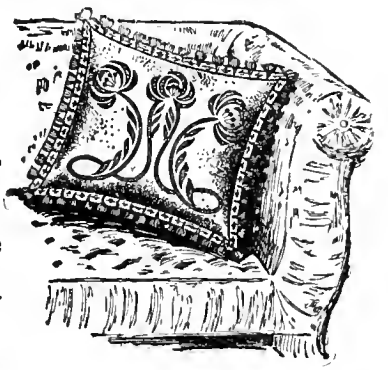

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Lesson 29.—TO MAKE BUTTONHOLES.—Unless you have tested your skill in making buttonholes it will be wise for you to practice until you are in a fair way to feel confidence in your ability, otherwise you may ruin your garment. First mark the exact length of buttonhole you desire, in the exact place you desire it, then run a thread around the space you intend to cut, then cut straight the slit to be worked, over cast the edges then work with the button hole stitch (as per Lesson 24).

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The Purest Water Sold in Cleveland

(Bacterial Tests Abundantly Prove the Truth of this Statement)

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THE BOTTLES ARE STERILIZED and rinsed with Katharos before being filled.

NOTHING BENEFICIAL IS REMOVED by the process of purification. None of the tonic values are lost.

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KATHAROS IS AS PURE AS DISTILLED WATER, but is much more palatable and tonic in its qualities. It contains enough of the minerals and salts to make it the most healthful of drinking waters.

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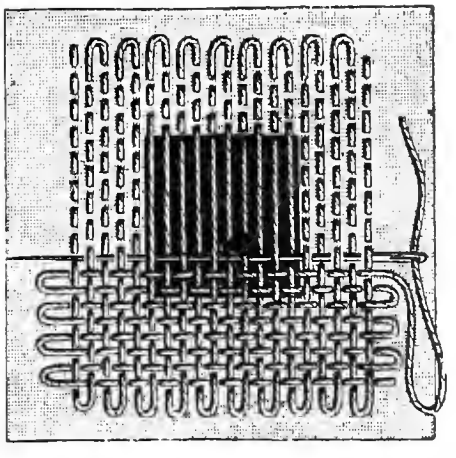
The Electra Pure Water Co.
2035 East 18th Street **Cleveland, Ohio**

Lesson 30.—SEWING ON BUTTONS.—Have button hole completed first, then measure exact place button is needed, and mark either with a pin or with tailor's chalk. Place button directly over mark or pin and bring up thread through holes of the buttons, leaving the thread moderately loose. When the button is securely sewed on wind the thread a few times around under the button and fasten well on the under side of the garment.

Lesson 31.—LOOPS.—Fasten the thread well on the under side by several over and over stitches, draw through cloth and bring thread loosely down to exact length desired, repeat three or four times or until you have thickness consistent with the weight of goods you are working on. Then begin at the bottom of the threads and insert the needle under the loops and over the thread, allowing the eye of the needle to pass under first, continue till loop is covered, then fasten well on under side.

Lesson 32.—DARNING.—The darning thread to be used depends entirely on the material to be darned, as it should match in color and quality, and in many instances a thread or ravelling drawn from the goods itself is preferable. Always begin a little beyond the worn places so your stitches will hold. Fasten your thread with the over and over stitch, and run your thread exactly along the lengthwise thread of the garment, then begin on the cross wise threads and run over and under the lengthwise threads altering the over and under stitch. In mending stockings a darning ball may be used, but in mending most materials, they should be basted on a flat surface, such as stiff paper or thin oil-cloth.



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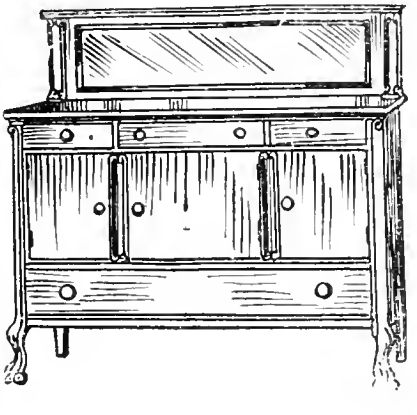
It Will Pay You to Do So



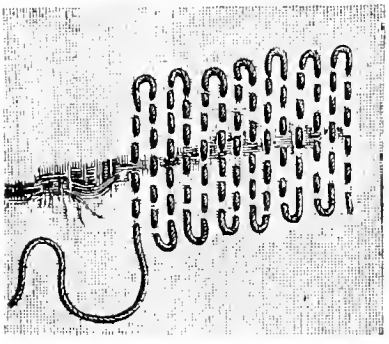
Come in and examine our Furniture and Floor Coverings.

Get acquainted with our stock and see the new things with which our store is filled.

Let us show you what beautiful pieces can be had for little money.

The Henke Furniture Co.

3001-3021 Lorain Ave., cor. W. 30th



Lesson 33. — Stoting. — Stoting is used on heavy goods, and on a rent or cut in a material which needs to be mended without darning or patching. A thread from the cloth is used and the stitch is begun back from the rent and the running stitch back and forth in a slanting line is taken until the tear has been closed.

Lesson 34.—PATCHING.—If possible have your patch of the same material, and cut it so the weave comes exact with the place to be mended. Baste patch on wrong side of goods. On the right side cut out the worn or frayed part and make a small slit in each of the corners and turn down evenly the edges and sew down neatly on both sides of the garment.

There are many materials such as rain-proof clothing or silk garments, or kid gloves, etc., that can be mended much better with the Havanco Mending Tissue than with needle and thread, and patches can be put on and repairs made on a moment's notice by adhering to the following directions:

Brush all dust from garments, place piece of goods like garment under hole, leaving it a little larger than the hole. Cut piece of the Havanco tissue the size of the piece of goods and place it between the garment and the patch; lay a paper on cloth over all and press with a warm flatiron. Same directions for stockings, silk goods or other goods where part is worn thin and a patch required.

Remember do not have the iron HOT.

Re-seating or repairing knees of boys' pants, follow directions above for patches.

Garments repaired with Havanco may be washed and ironed but not boiled. Heat is the only thing that will affect it.

HAVANCO MENDING TISSUE

The best thing for repairing bottoms of skirts and pants, also mending all kinds of rents in clothing, and useful for making many other kinds of repairs quickly and effectively.

One piece each of White, Black and Brown to the package for . . Ten Cents

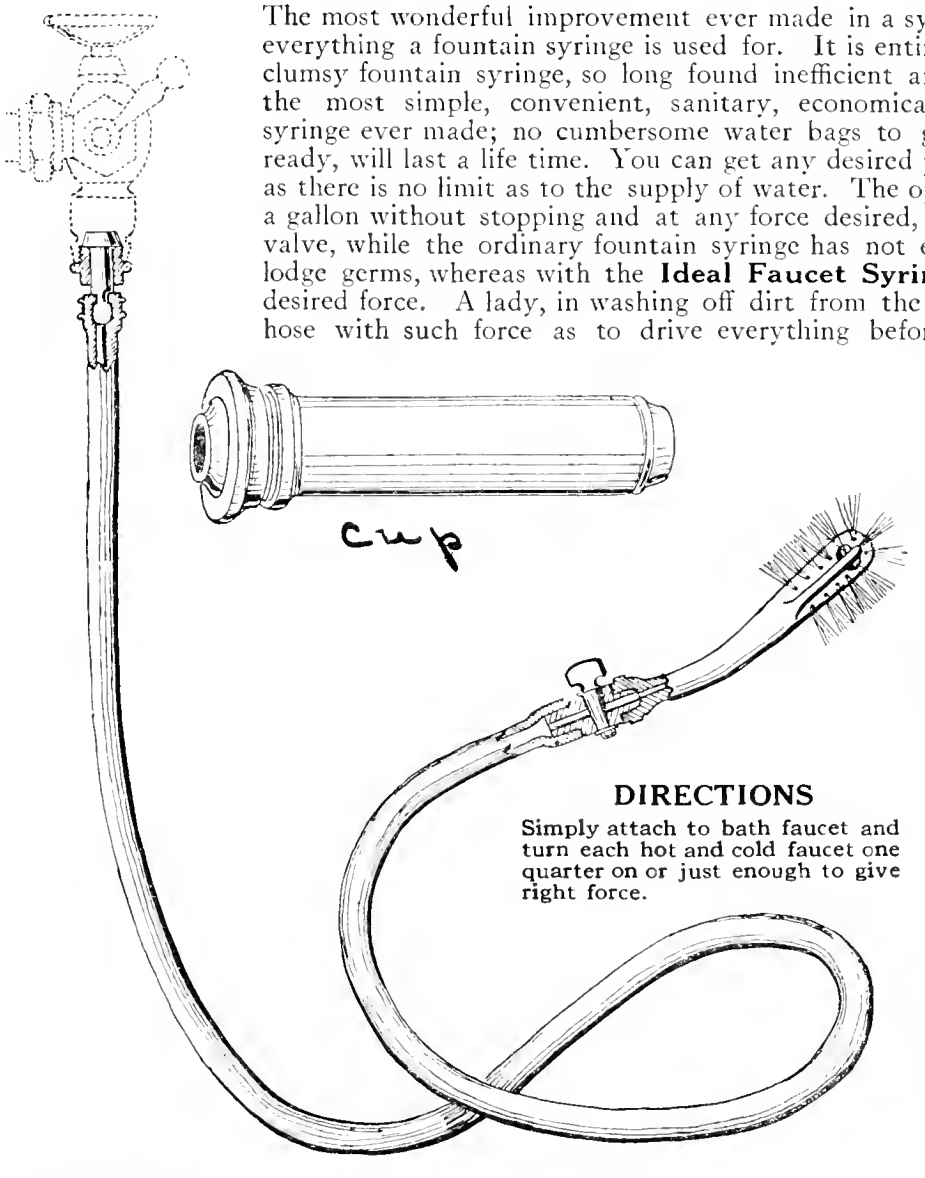
For sale by druggists, dry goods and notion stores, or will send post paid upon the receipt of the price in stamps.

THE HALL-VAN GORDER COMPANY

1382 West Ninth Street **CLEVELAND, OHIO**

Lesson 35.—OVERHAND PATCH.—Where the goods are heavy and not often washed, the overhand patch may be used. It is put on the same as the ordinary patch (see Lesson 34), except that the patch is overhanded on the right side and the underside neatly cut down to a good seam and pressed.

Ackerman's Patent Ideal Faucet Syringe and Bath Spray


Cup
DIRECTIONS
Simply attach to bath faucet and turn each hot and cold faucet one quarter on or just enough to give right force.

The most wonderful improvement ever made in a syringe. Can be used for everything a fountain syringe is used for. It is entirely unlike the old style, clumsy fountain syringe, so long found inefficient and unsatisfactory. It is the most simple, convenient, sanitary, economical, perfect and effective syringe ever made; no cumbersome water bags to get out of order; always ready, will last a life time. You can get any desired pressure or flow of water, as there is no limit as to the supply of water. The operator can use a pint or a gallon without stopping and at any force desired, which is controlled by a valve, while the ordinary fountain syringe has not enough force to it to dislodge germs, whereas with the **Ideal Faucet Syringe** you can obtain any desired force. A lady, in washing off dirt from the porch, will use the lawn hose with such force as to drive everything before it. With this Ideal Faucet Syringe you can get the same results, if necessary, and the force of the stream can be regulated to suit the purpose for which it is used—from a drop of water at a time to a pressure of 50 pounds.

The Ideal Patent Cup Attachment, which has a sponge in it, and when it is desired to use an antiseptic or sanative treatment in connection with a douche, all that is required is to drop your medicine onto this Sponge in the cup, screw on cap and attach to end of rubber tube before putting on the spray and then screw on the vaginal pipe and the whole stream of water is medicated with the medicine.

IDEAL FAUCET SYRINGE COMPANY

9601 Cedar Avenue, Cleveland, Ohio

Lesson 36.—BANDS AND FOLDS.—A true bias is obtained by folding the material with the straight edge of the top on the selvedge or straight lengthwise fold exactly, and cutting diagonally. Folds and bands are used considerably on tailored suits, as they make a very neat trimming, and are easily made. Cut your bias strips the desired width and join the diagonal ends, and then turn under the edges of the fold and stitch with one or two rows of stitching. When the fold is lined, the canvas is basted in and the edges of the fold fastened down with the catch stitch.

Lesson 37.—DOUBLE FOLD.—Take your bias band twice the desired width and fold so the edges come exactly together. Baste and sew on either by machine or by hand.

Lesson 38.—MILLINER'S FOLD.—Cut your bias bands two and one-half times the width desired. Fold over the top edge, make a narrow turn up of the bottom edge and bring it up to cover the edge turned down.

Lesson 39.—PIPING.—Piping is made of bias strips folded in the center, and basted at an exactly even depth under the fold, allowing only the edge of the bias strip to emerge. The piping may be lined or unlined.

N.B.—Ask your dealer for the W. & N. piping, which is beautifully made and ready for use.

Lesson 40.—CORDING.—Cut the bias strips twice as wide as desired. Hold the cord so it cannot become twisted and place in the exact center of the fold, turn down the fold and sew neatly just below the cord.

Lesson 41.—SEAMS.—Seams can be joined by machine stitching, chain stitch, running stitch, or back stitch or the edge when of material that does not fray can be left raw or pinked, or they may be protected in various manners, such as binding or overhanding the raw edges, or by making the felled or French seams. On heavy goods that do not ravel or fray out to press back the edge of the seam, and stitch on either side gives a very good finish, and is an easy manner of disposing of the tailored seams, but the stitching must be very straight and very even. Great care must be taken that the stitches are not too fine on tailored seams, and silk thread should always be used to join the seams of a garment made of wool goods.

Lesson 42.—FELLED SEAM.—Sew up the seam in any of the ordinary ways described in the preceding lesson. Trim the under edge narrower than the outer. With a narrow turning fold the broad edge over the narrow edge of the seam and hem either by hand or on machine.

Cent. 4679 K Tables for Ladies

Griffith's Restaurant

1022-1028 Prospect Avenue
CLEVELAND, O.

Try Our Home-like Baking

QUALITY HAS BEEN OUR SUCCESS

DRINK
SENORA
Always the Same
Good
COFFEE

BELLE VERNON MILK
—*the Best Milk*

Lesson 43.—THE BOUND SEAM.—The proper material for binding the edges of seams is bias bands of silk, linen or cotton, or W. & N. binding. The edges of the goods to be bound should be evenly trimmed and the binding basted on the edges. The W. & N. binding turns itself so all you need to do is to fasten the binding on by hand or sew it down with machine.

Lesson 44.—STRAP SEAM.—Cut either bias or crosswise strips and turn under both edges and stitch over a plain seam.

Lesson 45.—WELT SEAM.—Make a plain seam leaving one edge wide and one edge narrow. Turn back the wide fold and baste down the narrow edge and stitch with one or two rows of stitching.

Lesson 46.—LAPPED SEAM.—A lap seam is as its name implies one seam lapping over another. Stitch near the edge of the upper lap and again one-half inch back. This is one of the simplest manners in which to dispose of a tailored seam.

Lesson 47.—THE FRENCH SEAM.—Sew the seam by machine, or running stitch on the right side of the garment. Trim evenly and narrowly, turn garment and sew on wrong side taking seam of depth to entirely inclose the first seam.

Lesson 48.—HEMMING.—Hems are made by turning the edge of the material twice in any suitable depth and the fold fastened down with the slant stitch or by hemstitching or in some instances the plain running stitch, while in others a hem is joined to a lace or embroidery insertion by what is called a roll hem. For the ordinary hem begin by making a narrow turning, yet deep enough so the turning includes all the edges. Then cut a strip of heavy paper or notch a piece of card board the exact depth you desire your hem and use this paper or card board for a marker, for your hem must be turned exactly even. Baste down then hem with slant stitch (see Lesson 5), or hemstitch (see Lesson 17). Much time is saved however, when hemming can be done on the machine as it saves the measuring and basting.

Lesson 49.—TO HEM CORNERS.—To hem square corners, turn under exactly as for an ordinary hem, and cut out the underlying corners, leaving just room enough to catch the stitches nicely. Catch the overlap of the corners of the hem to the underlap, being careful the stitches do not show through on the right side, and overhand the end, or after turning the edges for the hem fold toward the center, and cut the material in the fold and hem the bias edges.

Lesson 50.—DAMASK HEM.—Table linen can be very neatly hemmed by using the damask hem. It is very simple. Turn as for an ordinary hem. Fold back the linen at the crease of the first fold of the hem and overcast with very fine stitches. When finished take a moderately hot iron and press down the hem on the right side.

Lesson 51.—ROLLED HEM.—Is used for setting in insertion. Hold wrong side of goods toward you and turn neatly and begin at the right and sew insertion and material together with the slant stitch. (See Lesson 5.)

Lesson 52.—GATHERING.—Divide your goods into two or four even spaces, make a rather heavy knot and use the simple running stitch, then draw goods on gathering string into exact position desired.

Lesson 53.—FACINGS.—Use a bias band, tape, embroidery, or on a straight seam, a piece of goods cut either across or down the weave of the goods will do. Place the right side of the facing against the right side of the goods and sew firmly with machine or by running stitch. Turn and sew down either with machine or with slant stitch. Embroidery or lace may be used for facing on some articles by following the suggestion of cut—which is done in the same way as the ordinary facing. Facing of lace or embroidery around the neck or arm hole of sleeves is sometimes put on the right side making a trimming or finish. In this instance the edge of the embroidery or lace must be heavy enough to entirely cover the edge of the material of the garment, or the work will not look neat. In underwear the W. & N. bias tape is most useful in innumerable instances.

Lesson 54.—TUCKS.—A first class sewing machine is provided with a tucker that can be ganged for any size tuck you desire, so it is not necessary to baste in your tucks after a little practice on your machine. But to make tucks by hand you must make a marker and fold exactly on the line and sew down carefully either by machine or with running stitch. Always draw the ends of the threads through to the underside of the garment and tie carefully. Where lace or embroidery must be joined in tucks sew the cloth so the seam will come in the fold of and under the tuck.

N. B. The White Sewing Machine is provided with a tucker with which you can easily both regulate your tucks and the space between the tucks.

Pleats are made the same as tucks, only you must always baste down your pleats, lay a damp cloth over them and press so they will keep their fold nicely, but all accordion pleating, side pleating and sunburst pleating must be done at a pleating establishment, unless you have a pleating machine of your own.

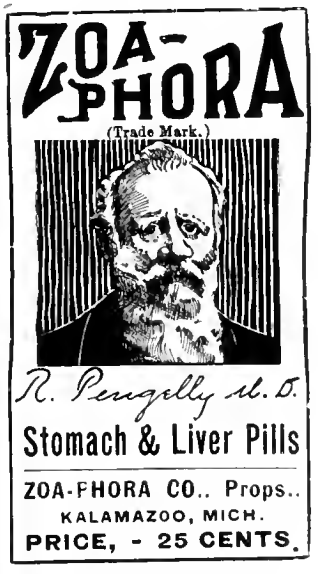
Lesson 55.—SHIRRING.—Is simply from two to as many rows of gathering as desired. On most materials it can be done as successfully on the sewing machine as by hand and very much quicker.

Lesson 56. — RUFFLES. — Ruffles may be made of straight or bias goods, of embroidery, lace, chiffon or any sheer materials. If the ruffle is to be made of goods without a finished edge the edge must be neatly hemmed

PLEATING

Accordeon Pleating and Side Pleating made in the newest effects for Party Costumes, House Gowns, Dancing Frocks, Maternity Dresses, Dressing Sacques, Fancy Waists, Street Dresses, Children's Dresses, Etc. And many styles of Pleatings for Trimmings of Dresses, Waists, Hats, Muffs, Neckwear, Etc.

Art Pleating Shop
438 Old Arcade
Cleveland



ZOA-PHORA STOMACH AND LIVER PILLS

The Scientific and Effectual Remedy for Biliousness, Headache, and all Disorders Arising from a Sluggish Liver and Imperfect Digestion.

When the food is not being properly digested and the Liver refuses to work and the whole system becomes clogged with poison and you need a good, quick, gentle cathartic

Remember, ZOA-PHORA Stomach and Liver Pills have been used for over half a century with most gratifying results.

For habitual Constipation and Bowel Trouble use the ZOA-PHORA Anti-Constipation Pills. For sale at all first-class druggists.

See page 96 for partial list.

(see Lesson 48), and if desired an edging may be sewed on either by machine or neatly overhanded (see Lesson 6). The ruffle is attached to the garment either by gathering (see Lesson 52), to the necessary fullness and by placing the right side of the material and ruffle together and sewing firmly, or the ruffle may be sewed on the right side and covered with a bias band, or with a piece of the W. & N. bias tape. Or again the ruffle may be inserted in the hem by placing the right side of the garment and the ruffle together and turn hem back to the wrong side of the garment, make a second turning and hem. In very fine work a ruffle of lace or embroidery may be put on with the whip stitch (see Lesson 6), which is done exactly as overcasting.

Lesson 57.—SEWING ON LACE OR EMBROIDERY.—If the lace or embroidery is to be put on by hand, put the right side of the lace to the right side of the material and overhand. If the machine is to be used put the edge of the wrong side of the lace or embroidery to the edge of the right side of the hem and stitch.

N. B.—The White Sewing Machine has an attachment wherewith the hemming is done and the lace or embroidery sewed on with one operation.

Lesson 58.—SETTING IN LACE OR EMBROIDERY.—Baste the lace or embroidery on the right side in the exact position desired. Cut out goods leaving enough only for a narrow hem. Carefully baste down hem over edge of insertion, and stitch on right side, taking pains to catch through the narrow hem on the underside. Or the lace or embroidery may be set in by using the roll hem. (See Lesson 48).

Lesson 59.—SEWING ON HOOKS AND EYES.

On page 32, you will find a cut of the Wilson Dress Hook and Eye, which we recommend for skirts, waists, dresses, undergarments, belts, children's garments or any purpose, where hooks and eyes, snap fasteners or buttons can be used. The Wilson Dress Hook and Eye is easy to hook and unhook, and cannot rust. They are flat and invisible and never slip open as so often happens with the ordinary hook and eye. To sew on, sew hook where an ordinary hook or buttonhole would be placed, turn hollow side

toward the cloth and the straight edge toward edge of cloth, and sew the eye where an ordinary eye or button would have been placed. The stitch used is simply sewing over and over through the small round holes of the hook and eye, as are the ordinary hook and fastener.

Lesson 60.—PUTTING IN STAYS AND COLLAR SUPPORTS.

The Warren Feather Bone for stays or collar supports can be stitched by machine into the lining of the article to be boned, but a more attractive way is to use the catch stitch (see Lesson 11). However, in the most elaborate gowns, as well as in the simplest, many prefer to use the feather stitch (see Lesson 18), which gives the inside of the boned article a very pretty finish, besides being a substantial stitch to hold the boning secure.

Lesson 61.—MARKING OF LINEN UNDERWEAR.

Every garment and piece of linen in your home should be marked. The gauze, fleeze lined and woolen underwear, the hosiery, aprons and children's clothes, in fact all laundered garments should be marked with the name or at least the initial of the member of the family to whom the article belongs.

This is very quickly and easily done, by procuring the Reis woven names, or the Reis woven initials made on woven tape which can be neatly overcasted on the inside of the garment.

Men's shirts should be marked with an embroidered initial just above cuff. Linen, lingerie and handkerchiefs beautifully monogrammed or with carefully embroidered initials form the distinctive mark which lends dignity to the plainest articles. The Reis foundation washable letters or the Reis initial medallions should always be used, for they are perfect and durable and will stand the boiling and ironing of the laundry without being damaged in the least. You can get these letters or monograms in nearly any shade or style and all you need to do is to baste them on your fabrics and work over them with your embroidery cotton or silk.

What Zoa Phora won't do for WOMANKIND no medicine will.

MARGARET STEVENS
MARK YOUR GARMENTS WITH REIS' WOVEN NAMES
Your garments should bear your name. It saves annoyance, prevents loss by laundries and hotels, and will identify you in case of accident. REIS NAMES come in strips and are easily cut apart and sewn to any garment. They never wear out. REIS' WOVEN NAMES are machine woven on good quality white cambric tape in either red, navy, light blue or black and can be had in several different style letters.
$2.00 for 144 Names
$1.25 for 72 Names
REIS' ENGRAVED NAMES
Printed from Engraved Plates in Black on fine Cambric Tape
100 Names for $1.25
200 Names for $1.75
If your dry goods store cannot take your orders send your order with remittance direct to us
G. REIS & BRO.,
Broadway and Bleecker St.
NEW YORK
REIS' WOVEN NAMES
WARRANTED FAST COLOR

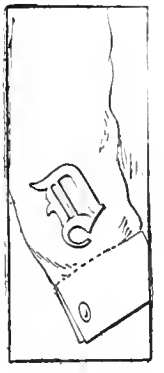
THE HAWLEY

Cor. St. Clair Ave. and West Third St.

CLEVELAND
Sixth City

Regular Dinner, 25 Cents

Served from 11 a. m. to 2 p. m.



Reis' EMBROIDERED SHIRT INITIALS

A VERY pretty fad is to have the initial on the sleeve or pocket of shirts, pajamas, etc. Hand embroidered initials are very beautiful, but it requires artistic ability and much work to make an attractive design. Reis' Initials elimate all this work. ¶All you have to do is stick them on and work over with silk or cotton.

Price, 10c. each or 3 for 25c.
in red, white, navy, green, lavender and black.
G Reis & Bros. 630 Broadway, N. Y.

Lesson 62.—EMBROIDERY DESIGNS.

There is no trimming or ornamentation for waists, dresses or wash suits which meets the refined feminine approval more than embroidery designs. On nearly all smart garments from the marquisettes and sheer chiffon and silks and dainty lawns to the heavier materials and all wash goods you will find at least a suggestion ranging from the pretty French knots and the simple outline and chain stitch following the simplest of patterns to the most intricate, beautiful and elaborate creations. The designs and stitches used will depend entirely upon the taste of the individual and the style and texture of the garment, but all of the stitches ordinarily used will be found in this series of lessons together with full directions for stamping and making the garment. However should you prefer to have the embroidery done by more experienced fingers than your own or have not the time to devote on that part of the decoration of waist or gown you will do well to take it to your local embroiderer where the work will be done by trained hands who make a specialty of embroidering.

Embroidery

Send or bring us that piece of Embroidery that you do not know how or have not the time to trouble to do.

Our experienced embroiderers can work out in perfect effects any design you may choose for any purpose Either machine or hand work.

We also make buttons of your own material, in all styles.

Joseph Korach & Company

(Braiding and Embroidering)

Both Phones **1258 W. 4th St., Cleveland, Ohio**

DON'T DO IT!

DO WHAT? Buy a Sewing Machine before you see the WHITE, and learn how much easier, better and quicker it will do your sewing. We shall be glad to show it up and let it speak for itself.

Vibrator, Rotary Shuttle and "Sit-Strate" Machines.

WHITE SEWING MACHINE CO.

Both Phones **No. 426 Prospect Avenue**

CHAPTER XI.

NECESSARY SEWING ACCESSORIES.

Before beginning the making of a garment, see that you have the necessary accessories at hand with which to do your work. The articles usually required are:

1—Cutting Scissors
2—Button Hole Scissors
3—Yard Stick
4—Tape Line
5—Needles
6—Thread, (Basting)
7—Thread, (Cotton)
8—Thread, (Silk, see page 31D).
9—Pins
10—Tailor's Chalk
11—Tracing Wheel
12—Skirt Marker.
13—Hooks and Eyes
14—Patterns
15—Linings, (See page 34.)
16—Stiffenings
17—Tape, (See page 36.)
18—Trimmings, (See page 41.)
19—Dress Shields, (See page 37.)
20—Boning, (See page 38.)
21—Dress Forms, (See pages 39, 40 and 41.)

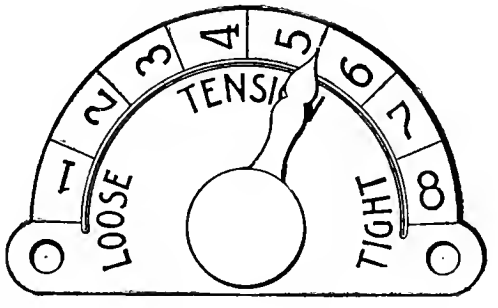
(A) SEIWNG MACHINE.

A good sewing machine with ordinary care will last a lifetime so the greatest of caution should be used in selecting one. It is always a bad investment to buy an inferior, cheaply made machine when for the same money or a few dollars more a first class, reliable and reputable make can be purchased. A modern machine is supplied with attachments that will hem, gather, quilt, hemstitch and in fact do nearly everything that the human fingers can do in this line and a wise woman will keep her attachments always on hand and use them whenever possible for they will save her hours of useless labor.

Your machine must be kept perfectly clean and well oiled and by keeping the tension adjusted just right you will not need to give it much further attention.

(B) THREADS.

One of the greatest mistakes made in sewing is the use of a needle that is too large and thread that is too coarse. On the other hand do not attempt to use a coarse thread in a fine needle or a fine thread in a large needle, but the thread should just pass easily through the eye of the needle. Be sure and provide yourself with a variety of sizes of cotton spool thread and a large spool of white basting thread and a spool of colored basting thread to use where it is not expedient to mark with a pencil or tailor's chalk, or where a line of tucks or trimming is desired.



DON'T GUESS

at the value to you as a Sewing Machine user of the White Tension Indicator but see it for yourself. It's exclusively White, and so available only for White buyers. With it you can do work that can't possibly be done on any other machine; and so if you are progressive and desire to do your sewing under the most advantageous conditions, then you'll need the WHITE. Be sure to drop in and see it at first opportunity.

WHITE SEWING MACHINE CO.

BOTH PHONES 426 PROSPECT AVENUE

(C) EMBROIDERY THREAD.

The kind of embroidery material is all important. Embroidery silk will give that rich, lustrous and beautiful effect that cannot be obtained with any of the imitations or substitutes.

Pure silk will wash and wear without fading, and while embroidery silk costs more than cotton or any of the other substitutes, the results to be obained will more than justify the difference in expense.

(D) SEWING THREAD.

One of the most important requisites in dressmaking is the thread used in sewing the seams. Great care may be used in selecting styles, cloth, trimmings, etc., and yet the results will be disappointing, if the thread is not of the proper texture. Silk thread is particularly adapted for seam making, on account of its great strength, elasticity and fast color.

It may not be generally known that silk is the strongest fiber known to mankind, and that a yard of pure silk thread will stretch from two to three inches, whereas a cotton or linen thread has no "give" or "stretch"; consequently, a seam sewed with silk is infinitely stronger, will give to a stress, and will always retain its original shape.

BELDING'S SEWING SILK

is made from the finest quality of raw silk, is strong, smooth and elastic, and made in every conceivable color and shade.

If your dealer does not carry "Belding's," write us, and we will tell you where you can get it.

BELDING BROS. & CO.

528 Broadway NEW YORK

(E) HOOKS AND EYES.

There is no greater extravagence than to invest in a cheap worthless hook and eye,—they are always unsatisfactory and a garment not properly

fastened is ruined. Many of the common brands of hooks and eyes will rust and leave its marks on your garment, while others will not go through the laundry without going to pieces. The best thing to do is to make sure that

This Embarrassment Can Never Come to *You* if You Use—

the hooks that can't "pop" open accidentally or allow the dress to gape and spread. They are Wilson Dress-hooks. No matter how loose or tight your garment, the back is always smooth, neatly closed and perfectly flat if you use these unique hooks. Though you can unhook them with perfect ease. They are truly a revelation to women accustomed to troublesome hooks and eyes, snap fasteners or buttons.

Wilson Dress-hooks

Full-Size Card Sent FREE Fill Out This Coupon

provided you have not previously had a free card

HOW IT HOOKS

Wilson Dress-hooks are guaranteed not to rust or crush in washing and ironing, making them invaluable on wash garments. Always invisible—they never pull out beyond the edge and show. So flat they do not leave the usual "bunch" which tells where other hooks are sewn. Can not catch on trimmings. Outwear several garments.

If you have ever wished for a better dress hook, here you have it. Be sure to get a full size (regular 10c.) card free. We send it to convince you of Wilson Dress-hook superiority before you buy. Fill out every space on coupon and mail it today.

Sold at notion counters everywhere (remember the orange and black card)—10c a card of one dozen. Large and Small sizes; Gray, Black and White colors.

Ask for Wilson Dress-hooks on all ready-to-wear garments

The Wilson Dress-hook Company
198 St. Clair Ave., N. E., Cleveland, O.

The Wilson Dress-hook Co.
198 St. Clair Ave., N.E.
Cleveland, Ohio

Please send, free, 10c card Wilson Dress-hooks.
(Large, Small; Gray, Black, White)

Color..... Size.....
I have not received previous sample

My Name } .....
Street Address } .....
Town..... State.....
My Dealer's Name } .....
His Address.....

you have a brand that will not rust and that will positively hold your garment in place. We recommend and use in our demonstrations the Wilson Dress Hook and Eye, which we find is always reliable and satisfactory and costs no more than any other good fastener.

THE MOREHOUSE CO.

Specialists in Dressmakers' Supplies

THE BEST DRESSED WOMEN are most often those who take the keenest interest and pleasure in the small details and making of their clothes.

These women realize the importance of the little things—not only the quality and style of fabrics, but the finish of lining, the kind of hook and eyes, the quality of thread, shields and dozen other seemingly trifling details.

Each season finds here the newest of cloths, silks and dress fabrics and always in large and pleasing assortments.

And, because we make a specialty of all the little things, the linings and findings, all the best of such are here.

Every convenience is at hand, to the style book and pattern. We mention:

Conovers' Naiad Dress Shields
Warren's Featherbone
Wilson's Hooks and Eyes
Reis Bros. & Co., Embroidery Foundations
Coat Fronts, Coat Pads, Shoulder Forms and Bust Forms
The Ladies' Home Journal Patterns

Belding's Pure Dye Guaranteed Satin

every yard guaranteed to give satisfactory wear. *Look for the name on the selvage*, and accept no substitute.

BELDING BROS. & CO.
528 Broadway NEW YORK CITY

(F) LININGS.

It is just as essential to have a satisfying effect in the lining of a coat or jacket, as it is in the exterior. Silk is naturally the most beautiful of all fabrics for lining purposes. It is very difficult, however, for the average person to select silk linings that will wear well, on account of the practice of adulteration or weighting. In order to overcome this difficulty, some of the most reliable silk manufacturers are weaving their names in the selvage of the lining as a guarantee of wear. No fabric will wear as well as a pure dye silk fabric.

By procuring Belding's Pure Dye Guaranteed Satin, you are assured of a reliable, satisfactory lining for your suit, cloak or garment. If your garment does not require a silk or satin lining, you should take into consideration the

HEXTER'S LINING STORE

Dress Makers' Supplies and Tailors' Trimmings

"Everything for your Dress but the Goods"

153-155 Arcade : : Euclid Avenue Entrance

FITTED WAIST LININGS

This is considered one of the most important inventions of the present time, as it eliminates the endless preliminary fittings, which dressmakers at home, or professional have to suffer before they attain the result which you obtain in a ready made **Grean Fitted Waist Lining.** To all those who have not tried them it seems impossible, but you may rest assured that the new, but simple principle which is embodied in the Grean Waist Linings, overcomes all obstacles. They are all finished, boned, have hooks and eyes in the back or front, according to style, but above the boned portions and on the shoulders, the seams are very loosely stitched, this affords easy ripping if a fitting is necessary and all the fitting is done at the upper part of the waist in all instances.

Be careful and purchase the exact size or exactly what your measure is around the waist and you will have a good fitting lining. They are made in linolawnblack, white and grey percaline, and in white and black corsica silk. Every person should buy one of grey percaline fitted to herself, finish it, and have it stuffed up for the purposes of having her own figure for fitting and draping in the workroom.

75c & $1.00

If your dealer cannot supply you, write us today and we will supply you direct or give you the name of a reliable dealer who handles our line.

Grean Shoulder Form & Pad Company, 327-329 East 34th St., New York

weight, quality and texture of your material and go to a reliable lining store, asking them to show you their newest and most appropriate linings for the purpose which you desire, as new linings are constantly coming into fashion, and you will need to be informed as to the best. If you are lining a waist that needs a fitted lining, much time can be saved by using the Grean Fitted Lining, which is ready for use without having the trouble of cutting, fitting, boning, putting on hooks and eyes and finishing, or if it is a light weight waist, where a fitted lining is not desired the Grean Invisible Net Foundations will be most valuable to you.

(G) PATTERNS.

Unless you are an experienced designer, cutter and fitter never attempt to make even the plainest garment without a pattern. The cost of a pattern is so small and the help they give so great that you cannot afford to take chances of wasting your goods without a pattern to guide you.

Always select a pattern exactly your own size—don't get one a size too large or a size too small, for if you do so you will take every chance of making a complete misfit of your garment. Always get your pattern before buying your goods if possible, for often you can save a yard or so of goods or save yourself from running short of material, by knowing exactly the required amount to make the article in question.

With every Pictorial Review Pattern you will find a Cutting Guide showing exactly how to lay on your goods to the best advantage and how to guard against making any mistakes in cutting. There is also a Construction Guide, illustrating precisely how to put the garment together, so with this Manual of Sewing and Dress Making and a Pictorial Review Pattern, you will find it easy to cut and fit and make any garment you may desire.

25 cents per box

ZOA-PHORA Digestive Tablets

See page 96 for special offer

For Indigestion, Dyspepsia, Belching of Gas, Bloating, Pain or Distressed Feeling in the Stomach, Nausea, Sour Risings, Heartburn, and all Disagreeable Symptoms arising from a Disordered Stomach.

(H) TAPE.

It is almost impossible to make any article of wearing apparel without tape. For the waist you will need it in many instances; for the support for the hooks and eyes, for the binding around the neck and armholes and many other purposes, while on your skirts your seam must be bound, and for this

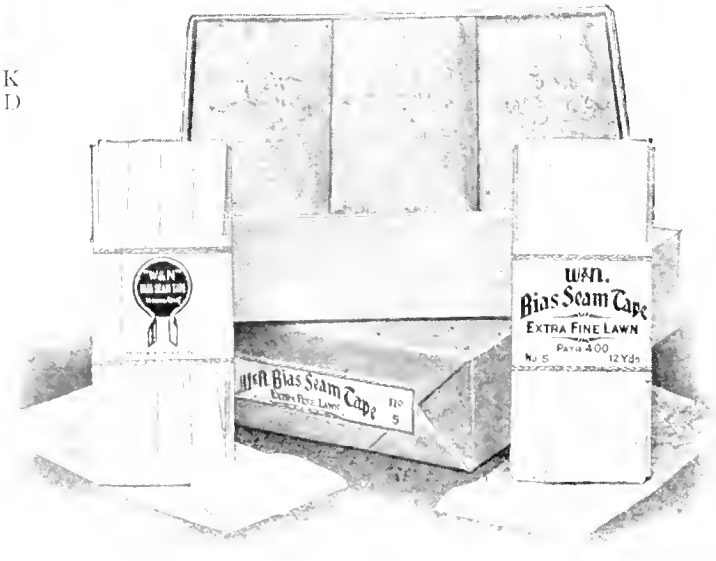
TRADE MARK
REGISTERED

"W. & N." Bias Seam Tape

INDISPENSABLE IN THE SEWING ROOM

Saves half the work making a garment.

**Once used—
Always used**



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AT ALL DEALERS

A very useful article for piping, finishing or binding seams on all materials and for fagotting. It will not shrink. **"W. & N." Bias Seam Tape** is a necessity in the home sewing room. Are *you* taking advantage of its usefulness.?

White and colors. Made in highest grade Cambric and Lawn, 13 widths ($\frac{1}{4}$ in. to 1 in. wide); also in India Linon, Pure Linen and Silk, 4 widths (5-16 in. to $\frac{1}{2}$ in. wide)

Sample reference book free, showing colors, widths and quality of materials.

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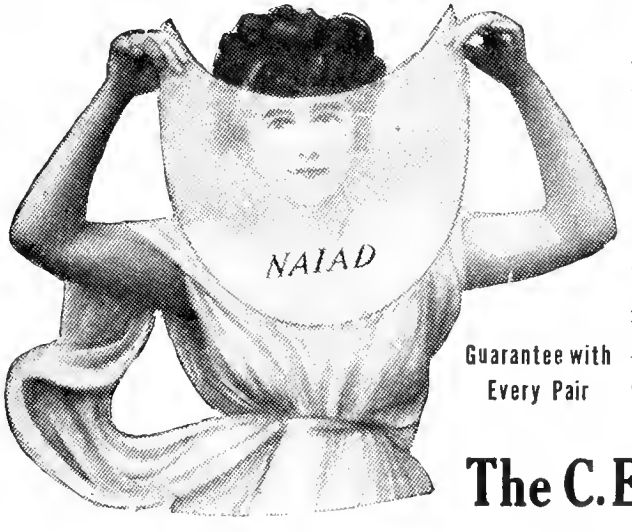
purpose no tape answers so well as the W. & N. Bias Seam Tape, which is ready for use and turns itself so the edge is always neat and even. On your underwear you will need it to bind over your embroidery ruffles, instead of facing, and when you have an embroidered edge to your garment as seen in Lesson 79, you will find that a support of the W. & N. Narrow Bias Seam Tape means an additional wear of many months. On the Parisian lingerie, which nothing in the world of the kind can rival in daintiness and beauty, you will see this tape neatly put on with the tiniest of slant stitch making a support just below the scallop of the embroidered edge and you will find it most satisfactory to follow their example.

(I) DRESS SHIELDS.

When protecting your garments from perspiration be sure and select a reliable dress shield—so many of the cheaper shields on the market today are anything but satisfactory and the ruined waists showing the stains just below the shields are a result of their use. And then too, there is an odor from the rubber of the cheaper shields that is very offensive to a refined woman. Added to these the fact that an unreliable shield will not wash and cannot be kept sanitary makes it imperative to procure a good reputable shield that can be relied upon to protect your gown or jacket. We use in our demonstrations and always recommend the Naiad Dress Shield.

The Crowning Attribute of Lovely Woman is Cleanliness

NAIAD DRESS SHIELD



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Beauty ! Quality ! Cleanliness !

POSSESSES two important and exclusive features. **It does not deteriorate with age** and fall to powder in the dress—**can be easily and quickly sterilized** by immersing in boiling water for a few seconds only. At the stores or sample pair on receipt of **25 cents.**

Guarantee with Every Pair

The C. E. Conover Co. Manufacturers, 101 Franklin St., N.Y.

(J) BONING.

The subject of boning can be quickly disposed of, for all first class dressmakers and tailors use only the Warren Feather Boning, as it is by far the best known and most reputable boning on the market.

(The Perfect Boning)

for

Waists, Linings, Girdles and Collars

because

Stitching on by machine holds the bone in place, giving permanent shape

To bone a waist requires less than 10 minutes

Send for our Instruction Booklet with attachment for machine
FREE

When buying waist-bones, collar-bones, collar-sets, collar-foundations, girdles and leaded dress weights insist that they are

"Warren's"

Three Oaks, Michigan

(K) DRESS FORMS.

If you do your own dressmaking or have it done at your home you should by all means provide yourself with a Dress Form, not only as a means to secure correct and perfect lines and insure a well fitting garment, but to save yourself the time and the tediousness of trying on your gowns. If you are

Pneu Form

The Wonderful Pneumatic Dress Form

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Pneu Form is the easiest and handiest dress form in the world to manipulate. It is the practical invention of a woman and consists of a non-leakable air chamber made of specially prepared and well covered rubber cloth.

To make *Pneu Form* reproduce *your* form, perfectly, you simply inflate it inside your *fitted waist lining* and before you stands *YOU*—shoulders, bust and hips—with looking glass fidelity.

Pneu Form is mounted on an adjustable standard rod which may be raised or lowered to the exact height desired.

For waist, skirt and dress making and fitting or for dress repairing at home, nothing can possibly take the place of *Pneu Form*. It relieves you of tiresome standing hour after hour for fittings, and enables you to study your own form while you work upon your own garments.

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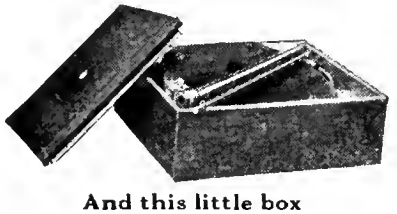
NEW YORK



And this little box base holds it all

Nothing so good for skirt fitting and draping

making your own gowns there is no way without assistance that you can fit yourself without a Dress Form, and the fit of your garment is of far more importance than the quality of the material. With a dress form which reproduces your own lines perfectly you will be able to get a better fitting garment than if it was tried on yourself, for during the tedious, tiresome fittings you change position so often that you are liable to change your lines, and

YOUR VERY IMAGE

in lines and proportions can be reproduced with a

Hall-Borchert and Majestic

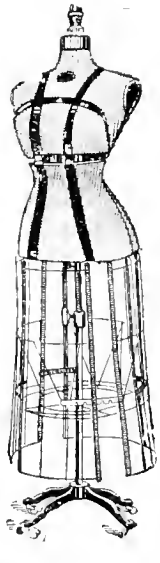
GUARANTEED

Perfect Fitting Dress Form

Every style included—Adjustable and Non-Adjustable—of which we show a large variety for every purpose and figure. Dress forms are now considered just as necessary—just as indispensable to equipment of the sewing room as the Sewing Machine, Shears and Tape Measure. If you sew, have a dress form by all means—buy it at The May Co.—and get the benefit of these economical prices. Notion Dept., main floor, Euclid.

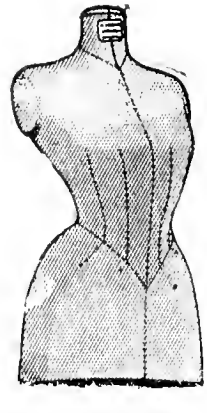
THE PROBLEM

—of trying to see how your dress fits in the back or how the skirt hangs with the aid of a looking glass need no longer trouble you if you have a Dress Form of your exact figure.



SOLVED

—effectively by the use of a Dress Form of proper size and shape to aid you—the form is always ready, stands without tiring, saves time and annoyance and its cost many times over.



Hall-Borchert's complete correct Model Adjustable Form is in every way up to date; can be adjusted at neck, waist, hips, etc., conforming to any size or shape desired; simply and durably made, and will last a lifetime. Skirt can be adjusted to any style and can be raised or lowered to any desired skirt length.

Correct model bust and dress forms at $1.00, $1.50, $2.50, $3.50, $5.00, $8.00, $10.00, $12.00 and $15.00.

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The May Co.

EAGLE STAMPS

FREE with Every Purchase

the entire fit of your gown be ruined. All first-class dressmakers desirous of saving their customers' time, and their own as well, are supplied with a dress form, for the woman of today has neither the time or the patience to be fitted in the old, tedious manner. You should secure a Dress Form before attempting to make any of the up-to-date gowns, whose beauty depend so much upon the graceful lines, and which is impossible to get when you fit yourself without one of these forms. We show two of the most reliable reputable Dress Forms made and your dealer will gladly demonstrate them to you.

(L) DRESS TRIMMINGS.

The plainest, most inexpensive gown can be made attractive with well selected trimming. One can always procure such a variety of silks, laces, braids, bands and special trimmings, that a harmonious, suitable and desirable effect can be obtained. A person with a dull, colorless complexion must always study the trimmings and adornment of their costume and some bright color, if only a dash of it, should usually be chosen. When you have a gown or suit that needs trimming, do not go to the first store you happen to pass and take anything that may be presented to you, but take a sample of your goods and go to a first-class dress trimming establishment and ask to be shown suitable trimmings for your goods and often you will find something new and attractive that in the ordinary way would have escaped your attention entirely.

Cleveland Dress Trimming Company

BUTTONS COVERED TO ORDER

416 Euclid Ave. Second Door East of Opera House

CHAPTER VII.

SPECIFIC INSTRUCTIONS

In the following lessons we teach you the right way of making each part of a garment and in the succeeding lessons whenever that portion of the article is to be made, reference will be made to the specific lesson treating of that particular subject instead of repeating the same general instructions over and over again, confusing the one who is seeking information and also taking up valuable space with unnecessary repetitions.

SENSIBLE PLACES TO LUNCH

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Luncheon 11 to 2
Home Cooking
No Waiting
Prices Reasonable
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813 Prospect Ave.
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Lesson 63.—PLACKETS.

The mark which reveals the inexperienced or careless sewer is more quickly and more likely to be seen in the finish of the placket than in any other part of your garment, unless perhaps, it be in the making of the buttonholes. The following rules must be observed.

1—Cut your placket binding exactly after your pattern. Do not do it carelessly, but see that your pattern is laid on correctly and pinned securely and that you cut accordingly.

2—Cut your placket opening down exactly the right length, just far enough to get easily into the garment. Don't have it too long nor yet so short an opening that you immediately tear open the placket.

3—Be careful in picking up your skirt, or in trying it on, that you do not stretch the edges of the opening of the plackets. Your skirt will never fit smoothly across the back of the hips if you do. Stretching these edges means always a full baggy look.

4—Be careful that every stitch that shows through on the right side be positive and even.

5—Use only the best of hooks and eyes. We most highly recommend the Wilson Hook and Eye.

6—See that the placket comes to the exact notch at the right place on your belt.

7—In making a placket, both edges of the opening must be faced, (Lesson 53), the eyes sewed on the under facing and the hooks on the facing of the upper fold. The bottom of the placket must be made secure on the under side.

Lesson 64.—BELTS AND BANDS.—The belt or band may be of one piece doubled or may be of one piece lined or faced.

If double, cut a straight piece double the width desired. Turn the top of the folded edge toward the garment and stitch.

Turn over the under edge and hem down to cover the seam on the inside of the garment.

If desired the belt or band can then be entirely stitched around.

If the belt or band is faced sew the straight strip and the facing together and proceed the same as directed above.

Skirts and dresses at present are made with high belt. For this purpose wide belting is used, 2½ inches wide and fitted by gusset seams and boned into shape. However, the Grean Co. have improved this method by offering a seamless shaped belt thoroughly shrunk, which is a feature not to be overlooked in wash dresses, especially as wide belting shrinks from one to three inches to the ward. You can get the Grean Belt in three distinct styles:

1—Having bones as wide as the belting, for ordinary belting.

2—With bones ejecting above the belting, for the draping of waists.

3—With boning above and below the belting to form a pointed bodice effect.

The object of the bone above the belt is especially useful to unlined or loose linings as some of the material can be draped or attached to boning.

For the Use of Careful Refined Women

SANAR

Safe Reliable Effective

The Wonderful

Cleansing, Healing and Soothing Antiseptic Ever Used for a Douche for Practically All Female Weakness

Sanar can be used without fear of injuring the most delicate or affected tissues as it does not smart or burn and is highly recommended by many of the most eminent physicians in this country. A trial will convince *you* of its merits.

For sale by all leading druggists or mailed to you upon receipt of 50 cents.

No Married Lady Should Be Without This Wonderful Antiseptic

SANAR REMEDY CO.

746 Euclid Avenue Cleveland, Ohio

Lesson 65.—YOKE AND PEPLUMS.—A yoke is a very particular part of a garment to make, but a peplum is much easier especially to fit. A peplum is used instead of a belt or band or draw string to hold down at the waist and

keep in proper position the gathers of the corset cover or waist. However, in many of the fashionable waists of today the peplum is a part of the style of the garment and is worn outside of the waist. In such instances the peplum must be exceptionally well fitted or the effect is not good, but in any and all cases a yoke must be most carefully fitted.

Cut out (Lesson 76).

Baste up, fit and alter (Lesson 77).

Sew up seams either by machine or by hand (Lesson 41).

If yoke—attach collar (Lesson 66 or 68).

If peplum—gather the waist or corset cover at the yaist line and put on exactly as if it were a skirt you were attaching.

The fitting of the yoke must be entirely done from the shoulder seams and the small space of the under arm seams. If it is too tight or draws across the chest in wrinkles let out from under the arm and if too loose in the neck and across the chest take up the seam both on the shoulders and under the arms. All alterations for the neck must be made from the shoulder seams only.

For the fitting of the peplum all adjustments must be made at the joining seams. You should be sure the pattern is exactly the right size about the waist before using. Care must be taken that the peplum is not made too tight or it will draw up and wrinkle.

THE Fries and Schuele COMPANY

"Where things are as represented"

A GREAT STORE Six Floors of Selling

ALWAYS BUSY

Prices Always as Low or Lower Than Elsewhere

Dry Goods, Ready-to-Wear, Rugs, Etc.

West 25th, Opposite New Market

Lesson 66.—HIGH COLLARS.

1—Cut out (Lesson 76).

2—Turn in seams around entire collar sufficient to hide lining, which should be of cambric if lining is necessary for the material which you are using.

3—Hem down with slant stitch, taking care the stitches do not show through.

4—Sew on all trimmings and ornaments.

5—Sew on hooks and eyes (Lesson 59).

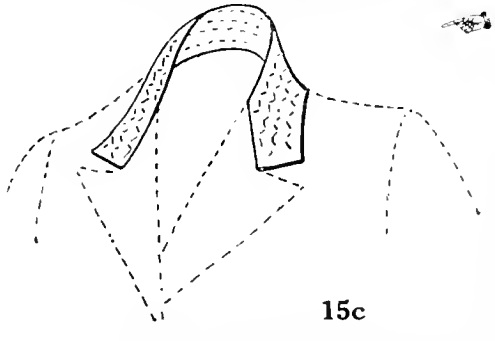
6—Sew in collar supports (Lesson 60).

Lesson 67.—TAILORED COLLARS.

A perfect cut of tailored collars is shown in the above figure. The tailored collars are rather difficult to make unless you are experienced in tailoring, so it is best to buy the under collars ready made, but if you wish to try to make them yourself the following instructions should be followed:

1. Cut out exactly after pattern.
2. Baste in soft pliable French canvas after you have carefully shrunk it, cutting it out the seam's width from the edges, for the canvas cannot be sewed in the seam with the lining without making it a little bunglesome.
3. Catch the edges of the canvas to the cloth with the catch stitch (see Lesson 11), so the canvas will keep in its proper place.
4. Lay right side of goods to right side of lining and baste, being careful to keep the goods and the canvas and the lining always perfectly smooth.
5. Sew around the bottom edge and the sides and turn right side out.
6. Press very carefully.
7. Sew on trimming.
8. Press again.
9. Attach lining of collar to right side of garment and sew down by machine.
10. Then bring the outside material of collar neatly and smoothly down, turning under the edge and carefully overcast (see Lesson 6), taking great pains that your stitches do not show any more than you can help and that you have entirely covered the seam of the underpart of the collar and that you have kept an even line. Large stitches and an uneven turn of the material of the collar would ruin the appearance of the most beautiful suit.

"Tailor-Made Coat Collars"

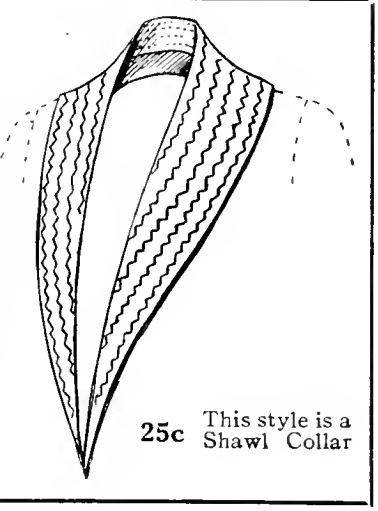


15c

This is a regular Tailor-Notch Collar, designed by Mr. Grean for those who find it difficult to shape and make the under-collar. It is not necessary any more to make collars of cloth to match on the under part. Men's coats are never made so, and invariably made in either black or grey cloth.

You will find Grean Tailor Made Coat Collars beautifully shaped and pressed. Accept no imitations or substitutes If you cannot obtain Grean Specialties at your favorite dealer's, write us. We will supply you direct or through a reliable dealer and send you a catalogue of other dressmaking helps

Grean Shoulder Form & Pad Company
327-329 East 34th Street, New York



25c This style is a Shawl Collar

YOUR CHARACTER SKETCH SCIENTIFICALLY GIVEN

By the Expert and Noted Character Readers of the

Acme College of Science

Est. 1899—Incorporated under the laws of Ohio 1907

Your abilities, capacities, business, social and domestic qualities perfectly defined and your physical condition correctly diagnosed.

Your character sketch as above stated and any three personal questions scientifically and perfectly answered by mail. Price **$1.00**. Strictly confidential.

The Acme College of Science

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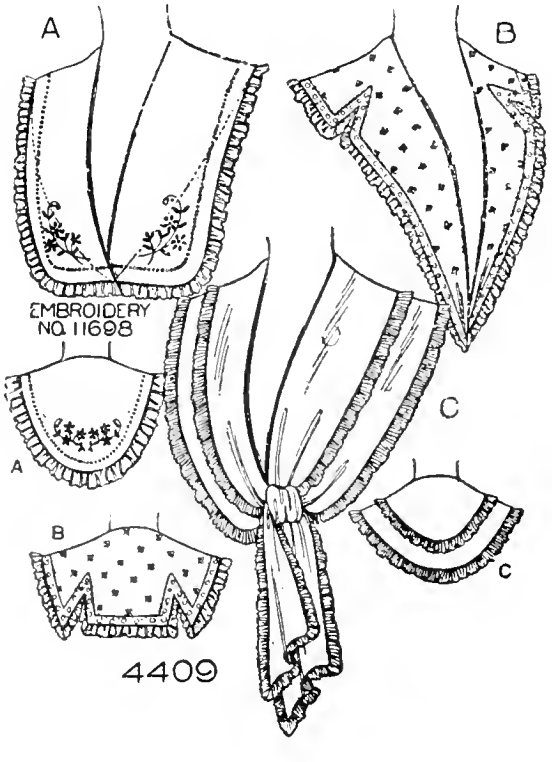
The only incorporated College of its kind in America. Our students and satisfied patrons are found throughout the United States and Europe.

Lesson 68.—TURN DOWN COLLARS.



1—Cut out (Lesson 76).

2—If stiffening is necessary use only cambric or the finest, softest, most pliable French canvas and baste it smoothly on the wrong side of the material.

3—If lined turn right of lining to right of collar, and stitch at outer edge.

4—If collar is to attach to garment turn right side of top edge of collar to right side of garment and stitch.

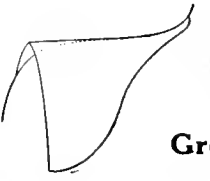
5—Turn under side of edge of collar and hem down neatly to cover seam.

6—If collar is to be left separate turn inside edges and neatly stitch or sew down by hand, using the fine running stitch (Lesson 20), or the slant stitch (Lesson 5).

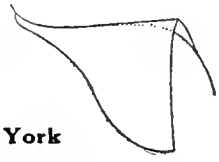
PATENTED SHOULDER FORMS

Shoulder Forms are used not for disfigured shoulders, but for garments where a permanent and a good shoulder fit is desired. They add a perfect outline to all shoulders; thin, pliable, not noticeable, inside the coat. They are basted to canvas and you will save a number of hours of alterations, if you will begin to fit by first placing the shoulder form in suchposition as you would like to have your coat appear.

15c Per Pair



Shoulder forms are made in different outlines, High, Straight, and Sloping. Some are padded, and some are not, and fitters must use their judgment, as to what to use. Mr. Grean has designed special shoulder forms for different weight of garments; from the lightest weight silk and taffeta, to the heaviest automobile and fur garments.

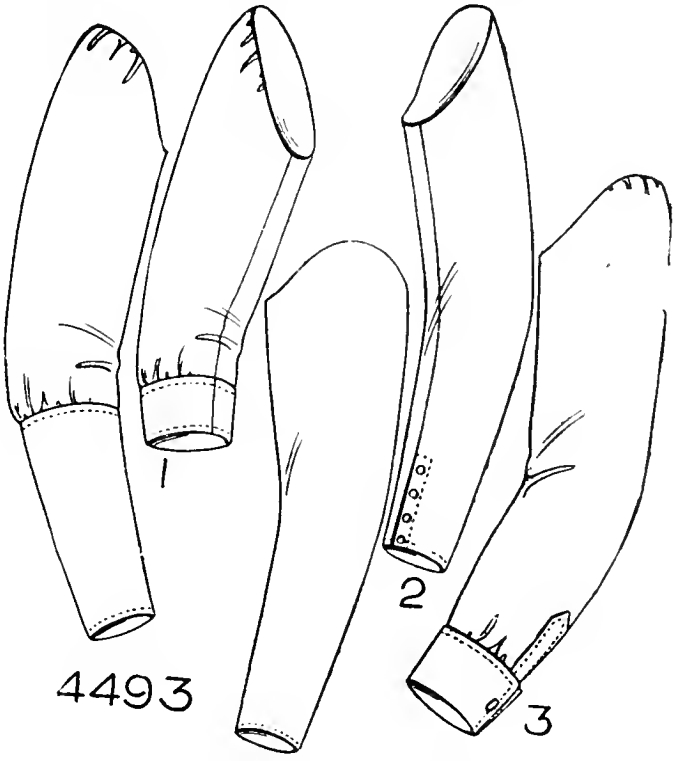


Grean Shoulder Form & Pad Co. **327-329 East 34th St., New York**

Lesson 69.—SLEEVES.

See Cutting Guide, page 51, and Construction Guide, page 54.

Many beginners think sleeves are the hardest part of the garment to put together, but much of the difficulty is removed if proper care is taken in observing the directions and instructions and paying strict attention to the notches.



1—Cut out. (Lesson 76).

2—Baste up seams. Try on and if necessary make alterations. (Lesson 77).

3—Sew up seams on machine and press.

4—Hem, (Lesson 48), or face, (Lesson 53), the bottom of the sleeve or cuff.

5—For No. 1 and 3, gather at the bottom of sleeve.

6—Find the notch where the fullness begins in the sleeve and turning the right of the sleeve to the right of the cuff tack to the notch in the cuff where the fullness starts, and tack again where the fullness ends, being most careful to have the notches come exactly together.

7—Baste together cuff and sleeve and sew in securely on machine.

8—Gather top of sleeve between exact notches.

9—Attach where notches of waist designate.

10—Sew in securely on machine.

Lesson 70.—SHIRT WAIST SLEEVE.—Follow instructions (Lesson 69), except the opening of the sleeve where cuff is attached must be faced back.

The ordinary lap closing is made the same as the lap pocket.

1—Take a straight strip of the material, lay right side against right side of goods.

2—Baste down evenly and sew on machine.

3—Turn in edges of other side.

4—Baste to cover seam and sew either by hand or on machine.

Lesson 71.—LAP CLOSING.

The lap closing as seen in sleeve No. 3.

1—Cut two straight strips.

2—For underlap put right side of strip to right side of sleeve and stitch.

3—Turn back and stitch by machine on both sides of strips.

4—For upper lap sew on in same manner, turning the top of the strip either with perfectly square corners or in a neat V shape.

CUFFS—PLAIN BAND.

The cuffs belonging to the sleeves are sometimes a little awkward for the beginner, but a few suggestions mill make it plain just how to make them.—

The plain Band Cuffs are put on the same as 6 and 7 of Lesson 69, but instead of facing, the bands are cut double width and turned back and hemmed over the seam which joins cuff and sleeve.

CUFF—(Shirt Waist).

They are completed before attaching to sleeve.

1—Cut out exactly after pattern.

2—If lined turn right side of lining to right side of goods and stitch sides and bottom of cuff.

3—Turn right side out and stitch again at the very edge of the cuff.

4—Attach as step 6 (Lesson 69), or you may—

5—Attach sleeve to lining of the cuff and turn back right edge of cuff and stitch to cover seam. The latter is much neater and gives a more tailored finish than when the top piece of the cuff is sewed into the seam.

TURN BACK CUFF.

Make exactly the same as for shirt waist cuff, except your cuffs are either made of double length to turn back or are attached at the bottom of the cuffs instead of at the top.

Lesson 72.—COAT SLEEVE.—The coat sleeve is much simpler as steps six and seven are omitted.

The coat sleeve is made exactly according to instructions of Lesson 69, except that the top of the flat coat sleeve, which is so much in vogue now, requires a little soft foundation.

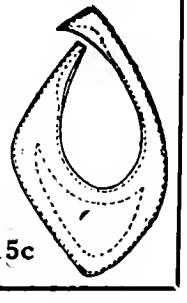
For this purpose the sleeve roll of the Grean Dressmaking Specialties will be found very useful. Baste inside of the sleeve, but outside of seam. Stitch your goods well over it, and put on edge of pressing board, put damp cloth over and hold down firmly until you have pressed out all the superfluous fullness. If the material is soft you can press out more of the fullness than if the material is hard or harsh.

COMBINATION ARM PAD

This Combination Arm Pad, is an article used always by all fitters that have ever tried it. It is very simple in construction, designed for the purpose of filling and correcting the general hollow parts between the Arm Hole and the Bust.

If your dealer cannot supply you, write us and we will either fill your order or direct you to a reliable merchant.

Grean Shoulder Form & Pad Co., 327-329 E. 34th St., New York 15c



Lesson 73.—POCKETS.

The patch pocket, as seen in Lessons 87 and 107, is very simple to make. Hem tops and turn in bottom and both sides and stitch on garment. Sewing Apron pockets are made in the same way, except that their outer edge is usually joined in the facing or with the seam of the ruffle.

The lap pocket as shown in the figure of the coat in Lesson 96, is the only one very much in evidence these days. The lap must be cut on an exact grain of the goods and should be lined with silk or some light material. The pocket should be of heavy mercerized goods made into a pouch the desired depth.

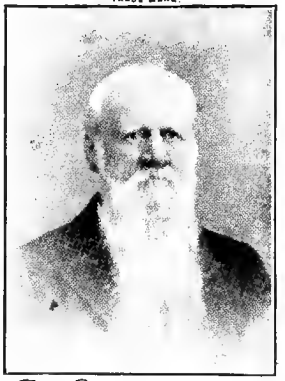
Back stitch the pouch into the slit of the garment and stitch on the lap.

To keep the slit from tearing into the cloth, it should be fastened as follows: Measure one-eighth inch above and one-eighth below the slit and mark. Then draw your thread from the top mark in a straight line to the bottom mark and back again on the opposite side of the goods. Repeat this process until you have firmly secured the slit—then bring the thread through and work over and over, letting the needle pass through the entire thickness of threads from the bottom mark to the top. After a row of stitching has been made at the bottom and both sides of the lap, back stitch the pouch into the slit of the garment, and stitch on the lap.

ZOA-PHORA COMPANY
Kalamazoo, Michigan

ZOA-PHORA

TRADE MARK.



R. Pengelly M. D.

Cold Remedy

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A NEGLECTED COLD.—Persons suffering thus are martyrs to every change of weather. The most trifling exposure renews the attack, rendering the disease still more difficult to treat, and at the same time increasing the severity of the usual symptoms, viz.: Sneezing, blurred eyes, dullness of hearing and smell, tightness at the root of the nose, cough, headache, pain in the temples, brow or cheek, sore throat or nostrils, etc.

ZOA-PHORA COLD REMEDY improves the sight and hearing. Its most remarkable effect is the clearing of the head, throat, and restoring the impaired voice. It does not operate on the douche principle of merely drying up and washing out the secretions, but restores the parts to healthy action.

Zoa-Phora La Grippe Remedy

Since the first invasion of the disease known as LaGrippe in this country, Dr. Pengelly had been a careful student of its nature, symptoms, and results. These investigations, together with the use of certain remedies in the treatment of the disease, convinced the Doctor that LaGrippe was (from whatever inducing cause) a sudden and general congestion attacking more or less the whole system, but showing its greater force on the weaker parts. From these deductions, Dr. Pengelly was led to formulate the now justly famous ZOA-PHORA LaGRIPPE REMEDY, which treatment, if taken promptly on the first signs of the disease—known by aching of the head, back and limbs, sometimes with chilly sensations and nausea—will almost invariably meet and control the disease, thus preventing a tedious and perhaps dangerous illness.

Price 50c per bottle

The Zoa-Phora Cold Remedy and the Zoa-Phora LaGrippe Remedy are for sale at 50c per bottle at all first-class drug stores.

For partial list see page 96 of this book.

Shino Dust Absorbing Articles

Reduces the Labor of Dusting and Polishing One-half.

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The Shino Chemical Floor Polisher.
The Shino Chemical Handle Duster.
The Simplex Mop Handle.

Sold by all good dealers, or sent postpaid by the manufacturers.

The Pioneer Mfg. Co. 5220 Sweeney Ave. Cleveland, Ohio

CHAPTER VIII.

Lesson 74.—SPONGING AND SHRINKING.

Wool goods should nearly always be sponged and shrunken as should ginghams and linens. Wool goods should be laid right side down and a wet ironing sheet placed over it and ironed until it is perfectly dry. Repeat at least once, but twice is better. This is a slow process, but your goods will stay fresh and in shape long enough to pay for your trouble. Ginghams and linens should be dipped in water in which has been placed a handful of salt, wring out and then press until dry. Very thin goods should not be sponged or shrunken, especially anything with a mesh. Sponging not only helps your garment to hold its shape better, but prevents its spotting and wrinkling so much.

Lesson 75.—PRESSING.

An electric flatiron is a great advantage to the woman doing her own dressmaking, but in case one is not at hand one must always, especially in making a wool garment, have a hot flat iron conveniently near. Much of the beauty of a gown depends upon its pressing, for a good presser can straighten out a multitude of little defects in sewing and stitching, while a poor presser can make the most carefully put together garment look badly.

If you are not good at pressing it would be best to baste back your seams in their exact place until you get more accustomed to pressing them in place. Always have a good piece of cotton long enough to cover the entire seam. Dampen and iron till the cloth is perfectly dry then dampen once again and repeat the pressing, always remembering it is almost impossible to put too much good press work on a garment. In pressing folds always see that the fold is perfectly straight, and in pressing sleeves one should shrink considerable of the fulness that is apt to occur on the inside seam of the arm at the elbow.

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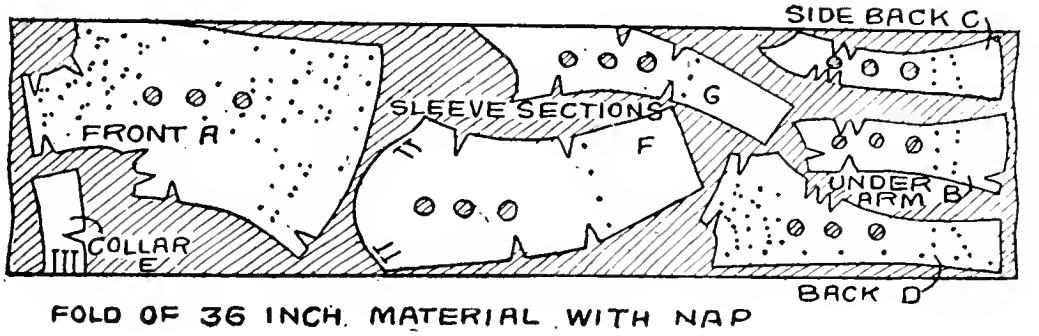
Lesson 76.—CUTTING GUIDE.

By courtesy of the Pictorial Review Co. we show their patent cutting guide. One accompanies every Pictorial Review pattern. It shows just how to lay out the pattern on the goods correctly and scientifically, just as an expert would lay it out in order to cut it from the least possible material.

CUTTING GUIDE 4410

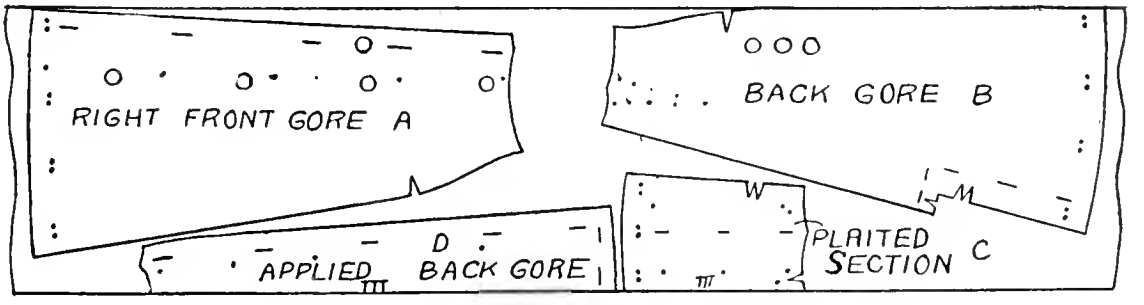


FOLD OF 36 INCH MATERIAL WITH NAP

No puzzling for hours to find how to lay out the pattern properly, and no mistakes. Mistakes are impossible with this guide before you.

There is absolutely no chance of cutting one piece the wrong way of the goods. No chance of cutting two backs or two fronts because a careless folder picked up two pieces instead of one. No chance of wasting an inch of material

CUTTING GUIDE 4069



FOLD OF 54 INCH MATERIAL WITHOUT NAP

more than you need. Pictorial Review Patterns are error proof and with their cutting guide a child can lay out and cut a garment as well as an expert.

CUTTING.

1—Before beginning see that you have every thing necessary to go ahead. (See Department 6).

2—Provide yourself with a good paper pattern for your size and suitable to your style, height and individuality, and one chosen with due regard for the material to be made up and for the occasion of the wearing of the garment. Do not make the mistake of buying a pattern a size too large or a size too small, but get your own size otherwise the entire proportion of your garment is thrown out when you start to make alterations.

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3—If your goods are wool or gingham or such as need attention follow directions (see Lesson 74), for preparation.

4—Iron out every piece of your pattern and identify each section and if there is any doubt in your mind compare it with the similar piece on the construction guide, until you have made sure what it is and where it belongs.

5—If the garment has a lining cut the lining out first, baste it up and make all necessary alterations of the pattern (Lesson 77), and fit it perfectly before cutting into the dress goods.

6—Follow exactly the construction guide for laying on your pattern which you have altered to fit your figure. See that every piece is on precisely the right angle of your material as designated on the construction guide, and if your goods have a nap very strict attention must be given that the grain or nap lie in the same direction. The nap should always rub down except velvet, fur or plush, then it should rub up. Striped or plaid materials must be perfectly matched so the strips run into the seams on the same angle. If the goods are flowered or have a design see that it all runs in the same direction.

7—When the width of the goods will permit lay the pattern on the double fold.

8—Pin down the pattern, being most careful to have it perfectly flat and no wrinkles in either pattern or goods.

9—When absolutely sure every piece is properly laid on cut out with very sharp shears so the goods are not frayed or haggled and under no circumstances fail to cut out every notch indicated on the pattern.

10—Then with tailor's chalk or with a colored cotton thread run a line showing all the marks and perforations of the pattern. This is of vital importance to the success of your garment, and will save you many possible errors.

11—Then proceed to baste together as directed in Lesson 77, and according to the construction guide, which is furnished free with every Pictorial Review pattern.

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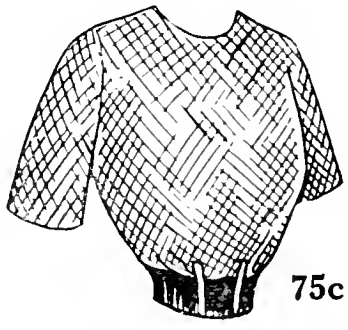
Greanet Invisible Waist Foundations



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Are used in making light weight lace or chiffon waists where a t ght-fitting lining would be out of place, specially for the summer or for warm climates. It is made with a wide, beautifully shaped seamless belt, boned, which protrude above the belting and are finished with hooks and eyes, according to waist measure. This is the new **Grean System of Fitting,** to be guided by the waist and not by the bust, and the upper part of coarse Net which forms just the right kind of a foundation for light waists. These are made in Black and White.

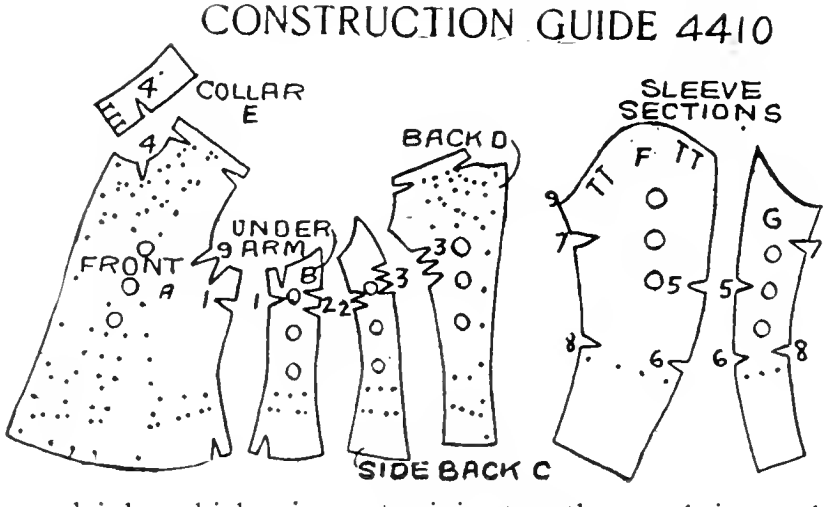
If you cannot obtain Grean Specialties at your favorite dealers, write us. We will supply you direct, or through a reliable dealer.

Grean Shoulder Form & Pad Co.,
327-329 East 34th Street, New York

Lesson 77.—CONSTRUCTION, FITTING AND ALTERATION.

In the making of waists, hours of time, work and worry can be avoided by procuring the Grean Fitted Waist Linings and Foundations as it saves all of the labor of cutting basting, boning, putting on the hooks and eyes, etc., and needs to be fitted only by adjusting the seams above the boned portions and on the shoulders. But if you decide to make your own lining or foundation the following directions must be carefully followed.

Do not attempt to put your garment together without this construction guide, or the one accompanying your pattern, constantly before you—for it



will show you plainly which pieces to join together and just where to join them. Always see that the notches correspond and that the seams are taken up on exactly the line shown and that each portion of your goods is in ac-

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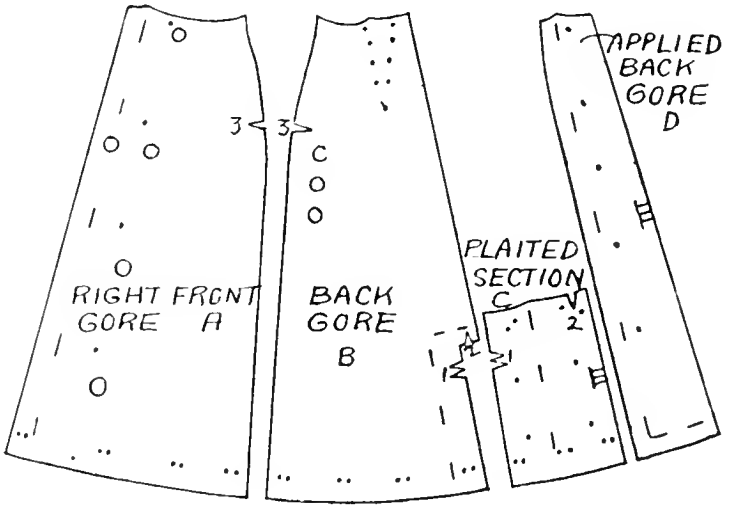
CONSTRUCTION GUIDE 4069



cordance with the diagram of your construction guide. The greatest of care should be taken in the basting up of the seams of your garment, for the effect lies in perfect lines and it is impossible to obtain these without good basting.

If the garment has a lining, cut it out, put it together and fit it, and make all necessary alterations before cutting into the dress goods. See cut 4410,

For Unlined Waists and Dresses

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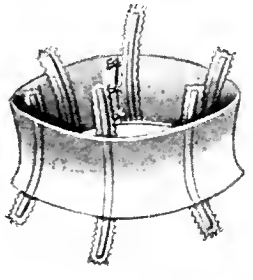
Grean Shaped Seamless, Boned Girdle Form

Made of wide herringbone belting



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CLEVELAND, OHIO

for the diagram of the proper fitting, and in the diagrams of the construction guide you will be able to ascertain just the place to make alterations.

To lengthen waist lining at the waist line.—Cut across where perforations indicate, and insert a piece the exact width of the shortage, following the lines of the pattern so a perfect outline is kept.

To lengthen over bust.—If a narrower shoulder seam does not make a perfect fit, cut across half way between bottom of arm hole and shoulder seam and insert piece to give desired length.

If waist is too long.—Take up a seam on perforated lines.

If too long over the bust.—Do not take the extra length up on the shoulders, as in this way the armhole is made too tight, and the neck too high. Take up a seam of the necessary width on line above the bust, half way between the shoulder seam and the bottom of the arm hole.

If the neck or armholes are too large.—Take up on the shoulder seam.

If the armholes are too small.—Let out shoulder seam, or if necessary cut away very carefully.

The sleeve pattern must be lengthened by an inserted piece or shortened with a tuck at the thick part of the arm and just below the elbow.

If pattern is too large around the figure, take up in under arm seam and shoulder seam. If pattern is too small, let out under arm seams and shoulder seams.

To alter for round shoulders.—Insert a piece in the lining two inches below the arm hole carrying a perfect upward line with the pattern, for care must be taken not to increase the width of the back pieces.

To alter for very straight figures.—Take up a seam, the necessary width, two inches below the lower line of the arm hole.

To alter for Square or Sloping Shoulders.—If garment wrinkles, between shoulders or across chest or at neck or armhole, alterations must be made from the shoulder seams and arm hole.

Skirts must be altered in the seams, and its length adjusted from the bottom or six inches below the hips, being careful to keep a perfect seam line.

To take up skirt at waist.—Begin six inches below the waist line and increase seam gradually until the correct size is obtained about the waist.

Or if skirt must be enlarged at waist.—Begin at the same point six inches below the waist and decrease the size of the seam. Care must always be taken not to take too large a seam across the hips, for if too tight the skirt will wrinkle and draw.

If the hips are too large.—Begin six inches below the hip line and gradually take up the seam, until you have a perfect fit.

If the hips are too small.—Begin six inches below the hip line and decrease the width of the seam.

To alter for large abdomen.—Begin six inches below the waist line, at the hip line of the front and side gores, and let out gradually the seams the desired width, extending each gore an inch at the top. Increase also the side edges of the gores, and gradually slant to meet the side back seams, but do not alter any seams to remedy this trouble, except the front and the front edges of the side gore seams.

For flat backs.—Begin six inches below the waist line of the back seams, and alter, remembering, however, that it is better to take up as much of the fullness as possible, and fill in the hollow of the back by a hygenic and sanitary pad, than to alter the back of the skirt any more than absolutely necessary.

After you have properly cut and fit and altered the lining of the waist and carefully measured and adjusted the pattern of your skirt, you will then be ready to cut into your dress goods, and the same general instructions apply, but before the outside material is cut into you must know that your pattern and lining are both altered exactly right. Then follow the specific instructions of the lesson, which you are following in making the garment in hand and you cannot fail to have a well fitting, well made gown. The same general instructions of careful work and perfect fitting and correct alterations apply to the making of all garments.

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CHAPTER XII.

THE WELL GROOMED WOMAN.

The well groomed woman is one who exhibits cleanliness, neatness, harmony and appropriateness of dress. She always has her hair neatly and becomingly dressed—her gloves, handkerchiefs and neckwear and all her fineries are immaculately clean and no rips, tears or spots are ever visible and no hooks, eyes or buttons ever missing and her shoes are always clean or shined. Her skirts always hang evenly and her belt never is out of place and above all her collar is always in perfect position and neatly fastened either with fancy pins or with invisible fasteners.

The well groomed woman's clothes are never loud or conspicuous and the colors always harmonize not only with the occasion for wearing, but with her individuality and style. If she is inclined to be stout she does not wear plaids or reds or pinks or any of the colors or materials suitable only for slight, fairy-like figures and a painfully thin woman does not show good teste in wearing stripes and such combinations as are supposed to be worn only by women desiring to reduce the appearance of their size. In fact the well groomed woman studies herself, and gowns herself to express an innate sense of refinement and good taste, together with an appreciation of the appropriate and the beautiful.

SCIENTIFIC BEAUTY CULTURE.

Scientific beauty culture means bodily and scientific—that is, the wisest—care or culture of that beauty which Mother Nature gave to everyone, more or less, at birth.

It is our duty to ourself as well as to others to be all that is bright and healthy and beautiful. We cannot be this if our livers are out of order and our complexion anything but what we would wish—open pores, skin dry and

WHY LOOK OLD?

Wrinkles are only skin deep. These unsightly, telling marks of time, which make the face look old and cross are unnecessary—remove them with the

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unhealthy— a state of neglect that makes the lines wrought by worries, illness and time, to become deeper day by day.

Sometime we may be rudely awakened by finding, on looking sideways into our hand glass, either that a gross "double-chin" is beginning to form, with a line like a big wrinkle, which with maturer years will surely become a hard line between it and our original chin; or that the muscles and tissues of the cheeks have become relaxed, and in consequence there are flabby, pendulous

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obtainable for years only at her Salons in New York, London, Paris and Nice, are the antithesis of "make-up", as they reach the CAUSE of all blemishes and re-establish by natural means a healthy complexion, sparkling eyes and a youthful contour.

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THIS PHOTO PORTRAYS THE GANESH CHIN STRAP

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GANESH FOREHEAD STRAP

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GANESH EASTERN BALM SKIN FOOD for tender, dry skins. $3.00, $1.50, 75c.

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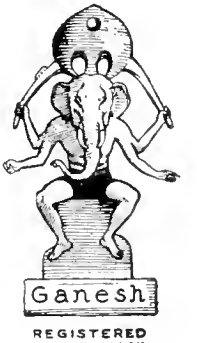

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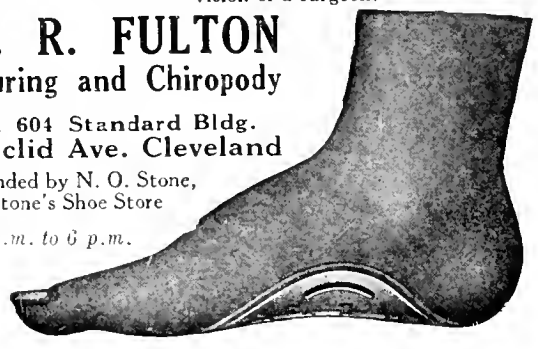

bags, hanging on either side of the chin, altogether altering the shape of the face and adding years to our age.

In youth the soft, rounded contour is maintained in all its attractiveness by the support afforded by the fat beneath it to the skin that lies smoothly over it like unwrinkled satin. But when, from illness, adverse climates, or any other cause, absorption of some of this fat takes place, this even support of the muscles and skin is withdrawn, hollows are formed in cheeks and temples, and the skin falls into lines and furrows, and loses its beauty of coloring.

There have been many treatments for the difficulties and for the cure of double chins, removing lines, and filling out hollows, but nothing has ever met with anything like the instant and entire success of the wonderful, effective treatment called the Ganesh Strapping Muscle Treatment, to which so many women owe their rejuvenated appearance, for it restores tone to the flabby muscles, raises them into place, and gives back the youthful shape and appearance to the face. Your skin is not a dead thing to be left alone—it is a sensative part of you, exposed to heat and cold, it needs skillful, scientific and constant care. Mrs. Adair's methods of reducing superfluous flesh, double chin and restoring a youthful contour, of eliminating deep frown lines, of treating tired, yellow or blood-shot eyes are marvelously efficacious.

No woman need lose the shape of her features nor the grace of her figure if she practices the Ganesh Exercises and Treatment, which are so clearly and thoroughly explained in the interesting and instructive book, "How to Retain and Restore Youthful Beauty of Face and Form," which you may have for the asking by mail or in person at the parlors of Mrs. Adair at 21 West 38th st., New York.

Ellsworth Facial College

All branches of beauty science taught. Personal instructions by Dr. and Mme. D. V. Ellsworth, originators, teachers and sole owners of the Ellsworth System. Our graduates are everywhere, be one of them

ELLSWORTH COLLEGE
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DeLong's Cucumber and Almond Massage Cream

Used and recommended by Cleveland's best people.

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MAUD DeLONG SKALLA
Dermatologist and Chiropodist

716 Permanent Bldg.

THE WARDROBE.

Often one does not know when to begin, when the subject of renewing their wardrobe presents itself, especially if one is preparing their clothes in advance for the season or perhaps arranging for a trip or a visit or for some occasion where a rather complete outfit is needed. Below we give a list which will help you in planning and serve to remind you of the essentials of every woman's complete wardrobe.

1—Union Suits.
2—Chemises.
3—Corset Covers.
4—Night Gowns.
5—Sanitary Skirt Protector.
6—Sanitary Belt.
7—Drawers.
8—Brassieres.
9—Corsets.
10—Petticoats.
11—Hosiery.
12—Shoes.
13—Traveling or Street Gowns.
14—Evening Gowns.
15—Dinner Gowns.
16—House Gowns.
17—Negligee Gowns.
18—Kimona.
19—Bath Robe.
20—Housekeeping Gowns.
21—Aprons.
22—Millinery.
23—Hair Dress.
24—Handkerchiefs.
25—Collars, Ties, Belts, accessories.
26—Coats.
27—Furs.
28—Jewelry.
29—Veils.
30—Scarf.

Added to these are the numberless trifles too numerous to mention, but all of which must be considered in an incidental cost in case you are planning on just so much money to supply all your needs, and at least 10 per cent of your entire appropriation should be reserved for incidental expenditures

"Never Mind, Mamma"

Monarch Polish will fix it

Not a varnish—dries instantly. Contains no acid or injurious ingredients. Polishes and restores the original brilliancy and lustre to furniture, pianos, hardwood finish and hardwood floors.

A few drops on your dust-cloth does the work.

Standard Polish for 35 years. Large size bottle 25c at your dealers'

BAIRD BROS. & CO. Cleveland, O.

(A) CORSETS.

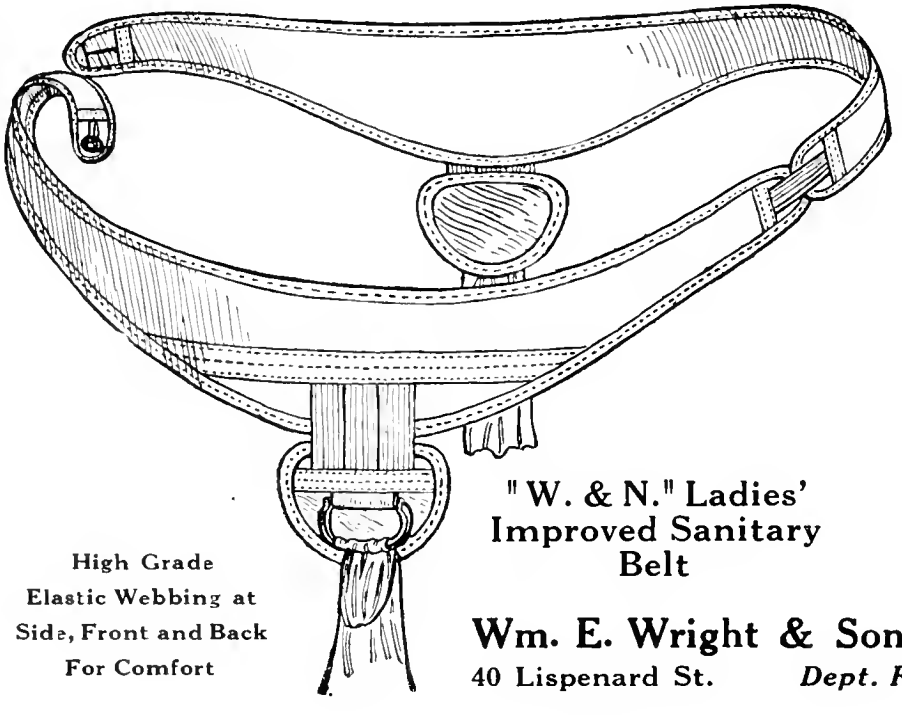
There is no article in your entire wardrobe that should be given more careful attention than your corsets, for the fit of your gown—the grace of your carriage, in fact the foundation of your entire appearance to say nothing of your health and comfort lies in the well fitting corset. So much depends upon this one point, that the choice and judgement of the most experienced corsetiere should be consulted, for unless your corset fits your individual figure, your gown will not fit perfectly, neither will the most expensive, carefully made garment look its best.

We at all times recommend the Berthe May "Hygie" corset as we find its hygienic and physical advantages cannot be disputed, as it does not constrict the waist and is designed and cut on the idea of supporting the abdomen, instead of pressing it down, like many other corsets do, and while supporting the bust, it allows entire freedom and full expansion to the chest, lungs, heart and stomach. In other words it will allow one to dress according to the latest styles, the same as with any ordinary corset, but without the torture.

(C) SANITARY BELTS.

There is one small article that no woman should be without and that is a Sanitary Belt, there are many makeshifts on the market, but they are most unsatisfactory, as unless they are properly constructed they either will not stay clasped or will not hold the napkins in place, but a well made belt can not only be worn with comfort but can be easily adjusted and will prove secure. There are but few more ruinous habits than the use of safety pins and improvised methods of fastening and your outfit is not complete without a belt of this character.

N. B.—We have carefully examined the W. & N. Ladies Improved Sanitary Belt and we have found no better on the market.



High Grade Elastic Webbing at Side, Front and Back For Comfort

"W. & N." Ladies' Improved Sanitary Belt

A Standard Pattern with our improved

"Never-Slip Clasp"

(Patent Applied For)

Requires No Safety Pin
Easily Adjusted
Absolutely Secure

Made in sizes 22 ins. to 48 ins. inclusive.
Sizes of Belts are actual waist measure.
Order large enough to drop well down over hips.

At All Dealers

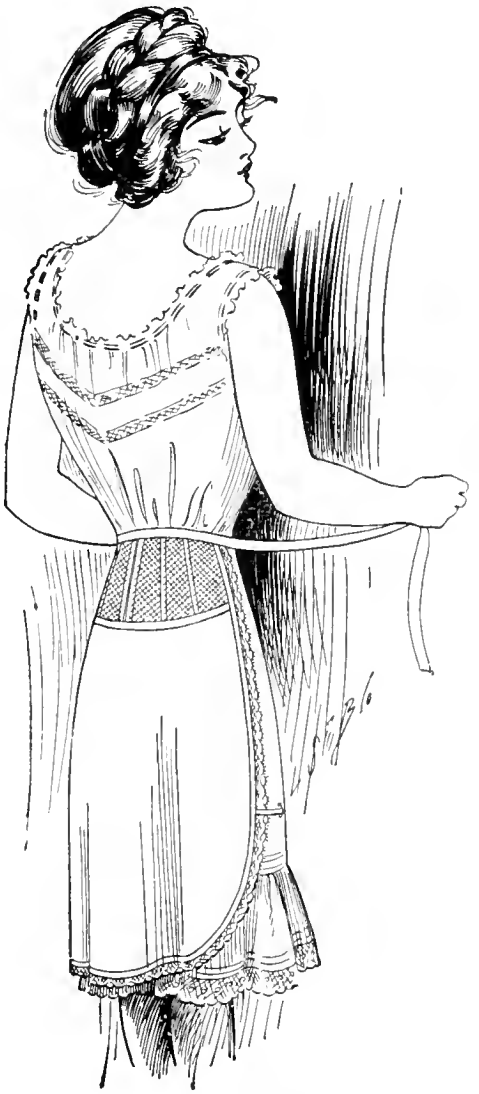
If you are unable to procure it from your dealer, send us his name and 25c for sample belt, sizes 22 inches to 48 inches inclusive, POSTPAID.

Wm. E. Wright & Sons Co., Manufacturers

40 Lispenard St. *Dept. F* New York City

(C) SKIRT PROTECTORS.

A sanitary skirt protector is a necessity to every woman's wardrobe, for one is never safe at certain times to wear their gowns and dainty underwear, unless a sure protection is afforded. If you get a good one you can wash and press it and always have it in perfect condition. We recommend the AMA skirt protector as one that will give entire satisfaction.



THE AMA
Sanitary Skirt Protector
Patented Sept. 22nd, 1908

This article is fully protected by patent. Beware of worthless imitations. Always recognize our trademark before purchasing.

AMA TRADE MARK

THE NEW SANITARY PROTECTOR

An article every woman will welcome

THERE is now on the market a ready-to-wear wardrobe accessory, the need of which you have doubtless often realized, but have never before been able to secure in an ideal form.

The Ama Sanitary Skirt Protector is an article especially desirable for the present mode of ladies' dress. For misses and ladies in summer attire or evening dress, business women, tourists, nurses and theatrical people it is almost indispensable.

The Ama Sanitary Skirt Protector has so many salient features that it cannot be excelled for comfort, fit and durability. It is absolutely waterproof, made of a high grade white rubber muslin, odorless, as flexible as fine linen, made with lace net yoke affording perfect ventilation and can be readily laundered. The excellent material used guarantees its wearing qualities.

This garment is made in medium and large size selling at
Price 50c, $1.00 and $2.00 each

Upon receipt of price the Ama Sanitary Skirt protector will be mailed to any address in the United States.

Call and let us demonstrate this article to you.

AMA CO.
117 CLARENCE BUILDING
CLEVELAND, O.

Warner Hat Shoppe
Exclusive Models in Dress and Tailored Hats, both French and Domestic.
CORNER SUPERIOR AND 105TH
THE WARNER HAT SHOPPE considers it possible for every woman to have an Individual Style

ARBOR TEA SHOP
6541 Euclid Avenue
A Gift Shop and Tea Room where all Novelties in Art and Needle Work can be found

(D) MILLINERY.

A hat for business, the street or traveling should be selected of one of the soft plain shapes with simple trimming, but for church and theatre wear one may branch off into the more elaborate and trimmed effects and can satisfy their eye as to color and decoration of ribbons, feathers and flowers, but great care should be used that the selection be one that exhibits taste, refinement and a respect for the shape, style and setting of one's face and features.

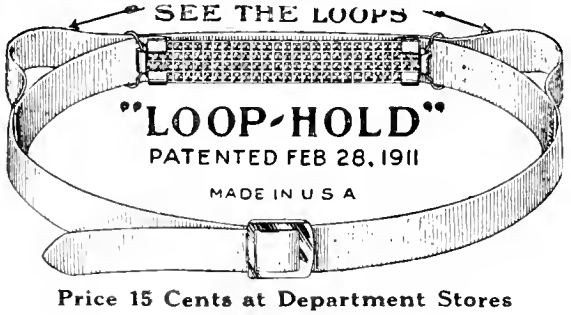
(E) SHIRT WAIST SUPPORTERS.

There is nothing that ruins the entire appearance of a gown as the waist out of place above the belt line or perhaps showing a dividing line between the skirt band and the waist line. Every careful dresser, when wearing a waist that is separate from the skirt, should wear a waist supporter in order that a good effect about the waist can always be relied upon. There is no better skirt supporter on the market than is shown below.

(F) LINGERIE.

The night gown, chemise, corset covers and drawers should be of dainty muslin or fine linen, and if possible hand embroidered in any of the beautiful designs which can so easily be procured and done, with so much pleasure at one's leisure time if handy with the needle. Even though the edging and insertion be of fine lace or embroidery it will greatly add to the beauty of the garment to have at least a small floral design of hand work.

Many make these garments entirely by hand, but the majority of women



Price 15 Cents at Department Stores
AGENTS WANTED

Waist Cannot Be Displaced
Little rubber pyramid "Units" grip and keep waist from riding up, at back; elastic sides, held in by patented "loop," take double hold without undue pressure.
The "LOOP-HOLD" Shirtwaist BELT
corrects a common fault in dress; great improvement over old style belts. Simple, practical, graceful. Self-acting buckle stays put. No sharp points to hurt fingers. Metal parts cannot rust. **Price 15 Cents.**
If not at dealers, sent postpaid, on receipt of price.
DAVID BASCH, Pat'ee & Mfr., 15 E. 17th St., New York
Dept. S.

(G) RAINCOATS AND WATERPROOF GARMENTS.

Many people imagine Cravenette to be a cloth—a rain-proof fabric of some sort—but such is not the case. "Cravenette" proof is a process which renders a cloth or garment water-proof. The process permeates every fibre of the yarns, rendering the cloth permanently rain-proof, and rain will then neither wet nor spot the garment. You can have your coat, suit, wrap, or motoring garments made from the Priestley Cravenette Cloths, and you will find your needs perfectly met. If you are obliged to be out in all kinds of weather, rain or shine, you should by all means have a "Cravenette" rain-coat. We specify "Cravenette," because a genuine Cravenette-proof coat contains no rubber, is porous to air, yet rain-proof and has not the disagreeable odor common to most raincoats, and too, there is not the stiffness of the material, which renders many of the rain coats so undesirable and unattractive. The Cravenette-proof process leaves the cloth just as supple as before and every fibre of the yarns is made thoroughly rain-proof. The main point to bear in mind is to get a rain-coat that is strictly hygienic, keeping the dampness out without preventing ventilation. However, if you are only out in an occasional sprinkle or shower, a rain-coat is unnecessary, but you should have a street or business or traveling suit made of any of the Priestley cloths of serviceable and wearable mohair suitings, serge, chevoit, whipcord, twill, taffeta, henrietta, which you can get "Cravenette" proof.

How to Tell

"Cravenette" Rain Coats

REG. U.S. PAT. OFF.

REG. "Cravenette" TRADE MARK.

This circular registered trademark is stamped on the inside and a Silk "Cravenette" Proof Label is sewed at the collar or elsewhere.

None Genuine Without Them

The "Cravenette" is applied to many kinds of cloth suitable for men's, women's and children's outer garments in light, medium and heavy weights for all seasons of the year, and are for wear in rain or shine.

"Rain Will Neither Wet Nor Spot Them."

They ***contain no Rubber,*** have no disagreeable odor; will not overheat or cause perspiration.

For sale by leading dealers in Men's, Women's and Children's Clothing.

Cravenette Co., Ltd
Bradford, England

Cravenette Co., U.S.A.
Hoboken, New Jersey

B. Priestley & Co.
Bradford, England

A postal to the New York office of B. Priestley & Co., 100 Fifth Avenue, will bring interesting booklet.

A DROP OF OIL

is all right in its place, but it's an annoyance, and more than that, when it gets on goods that you are anxious to keep clean. The oil cup on the White Rotary prevents all trouble of the kind. It's a trifle, but it is by attention to the little things that make the White Rotary the very best machine you can buy. Our terms will surprise you by their reasonableness.

White Sewing Machine Co.

426 Prospect Ave.

BOTH PHONES

Lesson 78.—CORSET COVERS.—Cut out (Lesson 76), of embroidery, nainsook, muslin, sheer lawn, linen, or any thin fine material.

Make tucks (Lesson 54).

Join seams with French seam (Lesson 47).

Hem fronts.

Hem peplem and fit (Lesson 65).

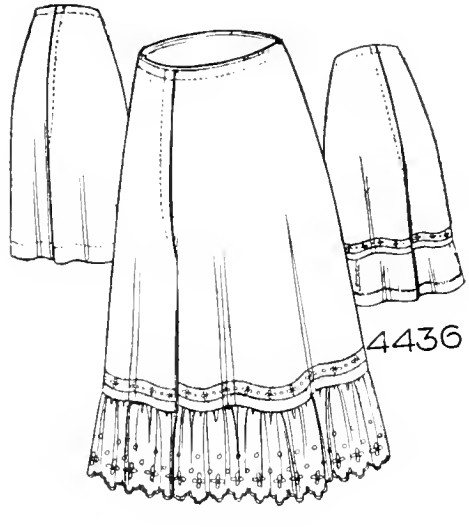
Gather at waist line and make band of goods or of beading for belt (Lesson 64).

Finish neck and armholes with embroidery scallops (Lesson 22), or face on right side with very fine embroidery. See Lesson 53.)

Embroider any desired design (Lessons 19-25 inclusive).

Make eyelets and run in ribbon to hold in fullness (Lesson 25).

Close with small buttons and buttonholes (Lessons 29-30).



Lesson 79.—DRAWERS.

Cut out (Lesson 76).

Join with either plain or French seams. (See Lessons 41 and 47.)

Face both sides of opening (Lesson 53).

Face around top for belt (Lesson 53).

Put on ruffle (Lesson 56).

Make buttonholes (Lesson 27).

Sew on buttons (Lesson 30).

have not the time to put so much personal labor on their wardrobe, but the character of a woman is more easily discerned by the daintiness, prettiness and completeness of her lingerie, than by the beauty or elaborateness of her best gowns.

In France, a bride has never less than 12 pieces of each article of underwear beautifully done by hand work and exhibited with great pride to all her friends.

Remember in buying and making these garments that your lingerie with care will last for many years to come, and you can afford to put more time and expense on them than on your outside garments that change style, color and design to suit every whim and caprice of fashion.

Lesson 80.—CHEMISE.

Procure a good chemise pattern and make exactly as instructed in (Lesson 79), on the making of night gowns.

Lesson 81.—NIGHT GOWN.

Cut out (Lesson 76).

Join with dainty French seam (Lesson 47).

Embroider neck and edge of sleeves (Lesson 22), or fact on the right side with any desired trimming of fine lace or embroidery (Lesson 53).

Embroider desired design. (See Lessons 19 to 25 inclusive).

Make eyelets (Lesson 25) about neck, and draw through ribbon to adjust fullness.

Hem (Lesson 48).

Lesson 82.—COMBINATION UNDERGARMENTS.

Cut out (Lesson 76).

Fit carefully (Lesson 77).

Join all seams with French seams (Lesson 47).

Set in yoke (Lesson 65).

Put on beading and edging (Lesson 57).

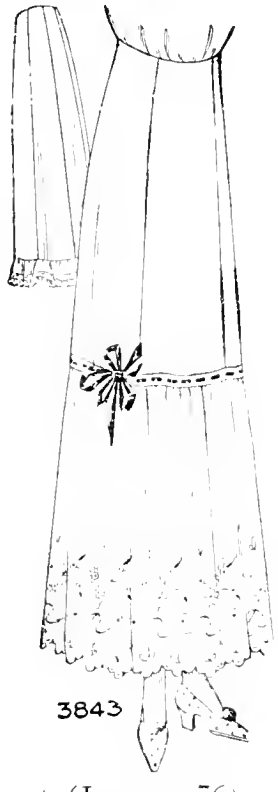
Sew on ruffle (Lesson 56).

If for open drawers face both sides of opening (Lesson 53).

Close with small buttons and buttonholes (Lesson 29-30).

Lesson 83.—PETTICOATS.

Have plenty of white skirts plain or elaborate to match your other lingerie of your outfit, but have them made the proper length to wear with your house and evening gowns. For your street, business and traveling gowns, silk, heatherbloom or even a good quality of sateen is preferable.



Cut out (Lesson 76).
Join seams (Lesson 41).
Face top (Lesson 53).
Hem (Lesson 48).
Join ruffle (Lesson 56).
Make buttonholes (Lesson 29).
Sew on buttons (Lesson 30).

Chapel in Connection

Jay P. Parrish

Funeral Director

Bell Phone, East 135

1738 East 55th Street

Lesson 84.—SKIRTS AND UNDERWEAR WITHOUT PLACKET.

Face upper edge of the garment (see Lesson 53). Stitch the facing down securely, and where the fullness commences make a slit on each side and insert a tape, drawing it through the slit on the opposite side. The slit should be carefully worked with the button hole stitch (Lesson 24).

DRESSING SACQUES AND KIMONAS.

Have your negligee gowns as attractive as your skill and means will permit, for it is the dainty feminine expression of lingerie and negligee garments that expresses the refined womanly tastes and will prove of pleasure to you so long as they last. The material can be of large figured silk, challie, fleece lined goods, lawns, dimities, soft flannels or in fact almost any pretty fabric may be used.

LADIES ! Why not go to the
"Shop of Kimonas and Art Laces"
and Save ONE-HALF before buying ?
Call At
150 The Arcade
And
See Our Beautiful Designs and Get Our Low Prices

Lesson 85.—DRESSING SACQUE.

Cut out (Lesson 76).

Lay pleat in back.

Sew all seams.

Hem bottom (Lesson 48).

Gather on ruffles (Lesson 56).

Face collar (Lesson 53).

Shirr sleeves at elbow and shirr around waist (Lesson 55), and finish with dainty bow of bright ribbon at the waist.

Lesson 86.—KIMONA.

Cut out (Lesson 76).

Sew all seams on machine.

Hem bottom of garment (Lesson 48).

Make yoke and attach (Lesson 65).

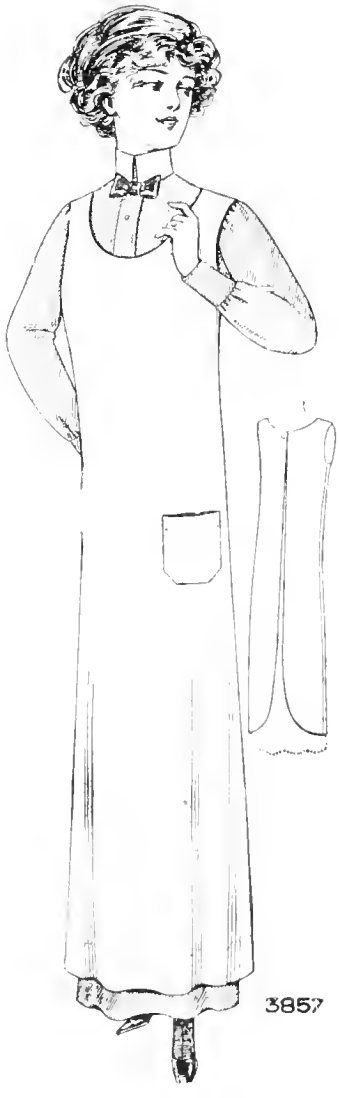
Make sleeves and put in (Lesson 69, omitting 5-8).

Face edges and sleeves (Lesson 53).

The facing should be of satin or some contrasting shade of the same or a lighter material.

☞*Don't overlook the new scientific drugless treatment explained on page 4.*

Lesson 87.—APRONS.



Aprons are the simplest of all garments to make, No. 3857 is especially easy to make.

Cut out goods (Lesson 76).

Face all edges (Lesson 53).

Make pocket (Lesson 73).

Make one buttonhole and sew on button (Lessons 29-30).

No. 3180 requires a little more time and effort.

Cut out (Lesson 76).

If embroidery for ruffle, bib and pockets is not used hem ruffle (Lesson 48).

Face bib and pockets (Lesson 53).

Put on ruffle (Lesson 56).

Put on pockets (Lesson 73).

Gather and join bib to skirt of apron.

Put on band (Lesson 64).

Is This the Condition of Your Nerves?

Is that the condition of your nerves? If so, your system is just like the violin shown above; utterly unable to perform the work for which it was intended. Until there is an improvement in these conditions, there is no chance for harmonious action between the various organs of the body. The office of the nervous system is to control and direct the vital forces. If the nerves are not strong, healthy and in proper tone they cannot do this work any more than can the violin give forth sweet and melodious music when "all unstrung."

You Do Not Need a Nerve STIMULANT, But a NERVE Food.

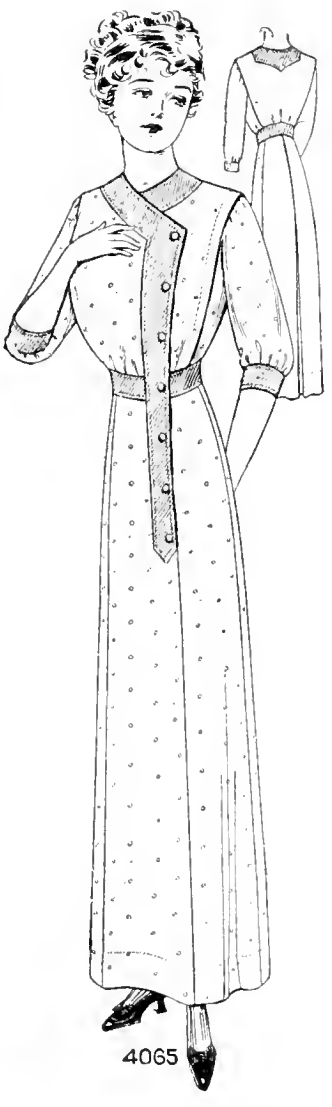
ZOA-PHORA **Is a Nerve Food and Strength Builder.**

is prepared especially to build up and strengthen the nervous system. At the same time it purifies the blood and regulates the circulation, so that the nerve centers may distribute the vital forces to the organs in need.

If you are only slightly nervous, you ought to take **ZOA-PHORA** at once and thus thwart the onward march of the disease. If your nerves are already in such a shattered condition that they are threatened with nervous prostration, **ZOA-PHORA** will give you relief and strengthen your nervous system.

Read Page 95 for the Special ZOA-PHORA Offer

Lesson 88.—LINGERIE WAIST.



Choose your pattern and follow the instructions of Lesson 90, on making shirt waists, altering by selecting the desired design and effect and making according to

Sleeves, Lesson 69 or 70.

Collars, Lessons 66, 67 and 68.

Yoke, Lesson 65.

Trimmings and Finish, Lessons 54, 57, 58 and 62.

If a Lining is desired make according to Lessons 76 and 77.

Lesson 89.—HOUSE KEEPING GOWNS.

Your house keeping gowns should be of percale or gingham or some wash goods so that at all times you can be immaculately clean.

Have them made plain and simple so they can be easily gotten into and also have your aprons large, and of a material that washes neatly.

Use instructions (Lesson 76), taking steps according to numbers; X-1, X-5, X-7, X-8, X-9, X-15.

Then put on facing about sleeves, neck and down front and belt (Lesson 53).

Now hem skirt (Lesson 48).

Sew on buttons and make buttonholes (Lessons 29-30).

"It's Easy to Pay the Rosenblum Way"

STYLISH GOODS

For Man, Woman or Child

$1.00 PER WEEK PAYS THE BILL

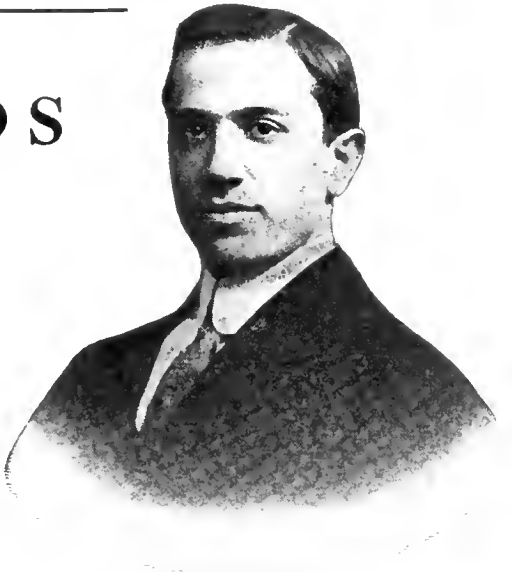
WE GIVE STAMPS

We Make Good Unsatisfactory Purchases
We Never Misrepresent

GIVE US A CALL

M. Rosenblum Credit Clothing Co.

2014 Ontario St. Upstairs Cor. Champlain



Mr. Rosenblum Himself

There Must Be a Reason

Why our business is growing by leaps and bounds. Hundreds of new customers are added to our already large patronage every month.

There is a Reason—

We are not in the High Rent District.
We do not handle any premiums nor give trading stamps (the customer, of course, pays for both at all stores where they give them).
We do not have any collectors.
Our operating expenses are low.
The quality of our merchandise is the best and our guarantee of absolute satisfaction is given with every sale.

All Goods Sold on $1.00 a Week Payments

Complete furnishers—Hats, Suits, Coats, Shoes, Dresses, Skirts, Waists, Jewelry, etc.

CLEVELAND CREDIT CLOTHING CO.

Over Atlantic & Pacific Tea Company's Store **2165 Ontario Street, Upstairs**

Lesson 90.—SHIRT WAIST.—A shirt waist is something it seems no one has too many of—they are so useful and so necessary for so many occasions and can be constructed of such a variety of fabrics and in such a wide range of styles.

1—Cut (Lesson 76).

2—Join with plain seams (Lesson 41).

3—Fit and make any necessary alterations (Lesson 77).

4—Form box pleat in right front, and stitch on both sides of pleat.

5—Hem the underside of the front closing.

6—Make sleeves and attach (Lesson 70).

7—Gather at waist line in front and back, and attach a belt or stitch bias band to hold gathers secure.

8—Make collar (Lesson 66), and attach or put on neck band (Lesson 64), and leave collar loose.

9—Make buttonholes and sew on buttons (Lesson 29-30).

Lesson 91.—GOWNS.—We will give directions for making gown 4533 as it contains nearly every element and requires the explanation of nearly all points of dressmaking. By following these instructions carefully and faithfully, turning to the specific lesson as indicated, you cannot fail to develop your

Piano Instruction

Mrs. Abbie E. Farr (Teacher)
Suite 201 Beckman Building
409 Superior N. W.

Prices Moderate
Established 30 Years in Cleveland

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gowns most successfully.

After making one gown and getting in touch with the principles of the cutting and fitting and making of garments, it will be easy for you to make from time to time the changes that are necessary in order to follow the decrees of fashion.

No. 4533 is one of the most popular known styles at present for wedding gowns, but it is equally as appropriate for reception, dinner or evening wear.

Keep always before you the following routine of suggestions and refer unfailingly to the special lessons as directed.

1—Lay on goods (see cutting guide, Lesson 76).

2—Cut out lining (Lesson 76—1 to 6).

3—Baste all lining seams (Lesson 76—3).

4—Fit and make necessary alterations (Lesson 77).

5—Cut out dress materials (Lessons 76-6-11.

6—Baste waist pieces over lining, being careful not to stretch out of shape.

7—Fit and make necessary alterations (Lesson 77).

8—Sew on machine all seams.

9—Make and put in sleeves (Lesson 69).

10—Hem bretelle, and gather lower edges bringing edges together at center front and cross in back, and baste firmly in exact position on lining.

11—Make collar and sew on (Lesson 66).

12—Hem tunic and edges of tunic (Lesson 48).

13—Baste top of tunic on top edge of skirt.

14—Make placket (Lesson 63).

15—Gather upper edges of skirt a nd adjust to waist. Baste and sew firmly on machine. (See following page).

16—Face bottom of skirt (Lesson 53).

17—Sew on hooks and eyes (Lesson 59).

Any ornamentation suitable to the material and in harmony with the occasion to be worn may be used. For an evening gown the upper portion of both lining and material of the waist can be cut away, making as low or as high cut gown as desired.

To be Dressed in the Latest Fashion Select Your Styles from the Season's Number

The PICTORIAL REVIEW FASHION BOOK

For sale by *The May Co.*

Costs only 5c
When Purchased with a 15c pattern

For sale by *The May Co.*

Charming Lingerie Frocks Smart Street Toilettes Afternoon Dresses in Foulards and Taffetas
New and Fascinating Evening Gowns An Alluring Assortment of
Lace Blouses in the New Casaque and Peplum Styles

The PICTORIAL REVIEW is not wholly a fashion magazine although it carries more and better styles than any fashion magazine published.

The fiction stories in PICTORIAL REVIEW are equal to the very best you can get anywhere. They make the so-called "fiction-magazine" unnecessary.

The special articles in PICTORIAL REVIEW are on subjects of interest to women. We believe that the real American woman does not consider "home" to be just the house in which she lives. We find that she considers "home" to be the city, state and nation in which she lives. She is very properly interested in the schools which her children shall attend, in the politics which make taxes high and her rent accordingly higher, in life insurance which cares for her when the bread-winner is suddenly taken away, and in many other subjects which are of vital importance to her daily living. The up-to-date American housewife is a thinking woman. She is looking for more information constantly and PICTORIAL REVIEW furnishes that knowledge.

The household departments in PICTORIAL REVIEW, departments on cooking, marketing, housekeeping, home decoration, etc., are written by experts and their information is practical and daily useful. If you wish to please your husband's palate just give him some of the good, plain, tasty dishes described in PICTORIAL REVIEW'S COOKING DEPARTMENT. With these departments before you a magazine devoted wholly to housekeeping is a needless extravagance.

In short, PICTORIAL REVIEW is "The Magazine for Women." It covers every range of woman's activity completely. It is a necessity in every home. Its suggestions, its ideas will save much more than the cost of the magazine for a year.

You had better subscribe now and find out about our magazine and our patterns.

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New York Chicago St. Louis San Francisco
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Headquarters: 222-224-226 W. 39th St., NEW YORK

Lesson 92.—EVENING AND DINNER GOWNS.

Every wardrobe should hold as many evening gowns as the individual will have need of, and they should be as simple, or as magnificent as her station in life demands, but for younger women prettiness and daintiness and attractiveness should be the aim rather than richness, elegance or elaborateness.

Select carefully your materials with a view of perfect keeping with your social demands and associates, as often too elegant evening gowns lie unused for a season and unenjoyed, when the same amount of money expended in two or three simple evening frocks would have constantly served to the pleasure and needs, yet sometimes the other extreme is met, and a number of cheap inappropriate useless garments purchased when one good garment of a more suitable nature would have been a better investment. For making see Lesson 91.

Lesson 93.—GOWN 30.—Make exactly according to Lesson 91, except the breteile is crossed in the front instead of the back, and the panel is used instead of the all-over flounce.

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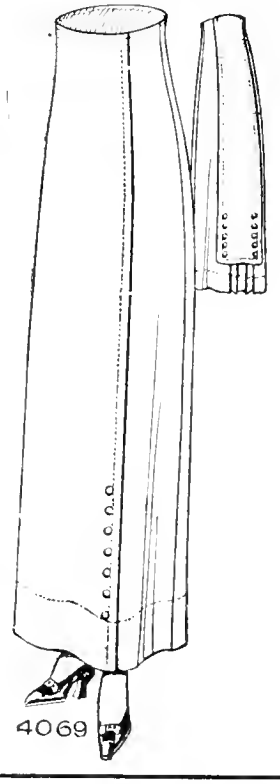
Lesson 94.—THE STREET, TRAVELING OR BUSINESS SUIT.

For outdoor purposes or for business your suit should be of a practical shade, which will not show the dust or ravages of every wind and drop of rain. The favorite shades are tan, brown, dark blue, grays, etc., and a bride with limited means may make the traveling gown serve as the wedding gown also. In this instance it is not good taste to have it elaborately trimmed or in any way conspicuous to call attention to the honeymoon couple, but a traveling gown should be of the same style and character as the well-designed appropriate street gown, and hat and gloves and shoes should be of the same quiet shade.



Lesson 9.—SKIRTS.

The prevailing modes of skirts are very easy to make.
Cut out (Lesson 76).
Baste seams (Lesson 3).
Try on, making necessary alterations (Lesson 77).
Sew up seams (Lesson 41).
Make placket (Lesson 63).
Put on belt (Lesson 64).
Hem (Lesson 48), or face (Lesson 53).
Trim with bias band strips, stitching, braiding, buttons or in any desired manner.

J. F. SMITH'S "HAIR VIM" — The Best Known Preparation For the Hair
Promotes growth of the hair—prevents and cures baldness. Removes dandruff—cures diseases of the scalp—imparts lustre and beauty, restoring the color of the hair by supplying to it the natural elements and nourishment which it needs
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Lesson 96.—CLOAKS AND SUIT JACKETS.

There are several methods of making jackets and coats, but the difference lies chiefly in preparing the fronts. Some tailors sew cloth and canvas together and some tailors use fronts of canvas prepared separately to fit the outside. Those who are unable to make a good tailor made front will find Grean's Tailor Made Coat Front Foundations to be almost a necessity. They are made for up-to-date styles in a variety to suit different coats, from the lightest silks to the heaviest automobile garments. They are all very soft and pliable, but well tailored and firm enough to support and retain shape permanently. The foundation for the front of your coat or jacket is very important, but you can detect cheap worthless coat front foundations by their stiffness, which is usually nothing but glue, and renders it unfit to be used in your garment. The present styles demand soft coat fronts, but a tailored made coat front, for a tailor-made coat or jacket, must have more in it than an ordinary piece of canvas without preliminary preparations of careful sponging and shrinking.

"Tailor-Made" Coat Front Foundation

By examining the drawing alongside which shows the inside view of the Grean Tailor-Made Coat Front Foundation, you will notice that it is a complete coat front. It is not only a foundation over which the cloth is placed, but it is also part of a pattern by which one can be safely guided. They are made of the best material appropriate for this purpose and are thoroughly sponged and shrunk. A good sized arm-pad surrounding, made of white French felt and edges of the best herringbone hair-cloth used for center stiffening, are protected with a white linen stay, a wide button hole stay runs the whole length of the coat, and at the top, in the shoulder, you will find a Grean patented Shoulder form.

These tailor-made coat front foundations are made in different weights and lengths, from the short Eton coat to a 32 inch length coat so much worn now. You will find them in variety to suit all requirements, lightweight silk or velvet coat, medium weight tailor suit, heavy winter suits and fur garments. Grean Tailor-Made Coat Fronts Foundations are distinguished by their beautiful shaping and tailoring and every season the shapes change according to the prevailing fashions. To those who have found difficulty in making coat fronts for themselves, it will be a good lesson and example to study Grean ready made and tailor-made coat front foundation, which can be purchased for much less than one can make themself. Accept no imitations or substitutes. If your dealer cannot supply you write us immediately.

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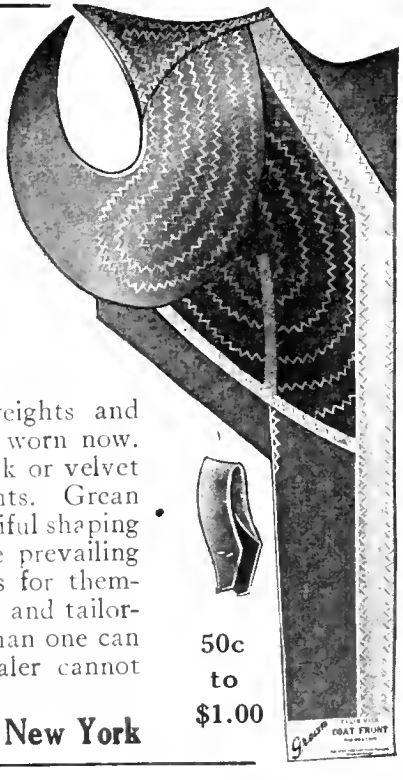

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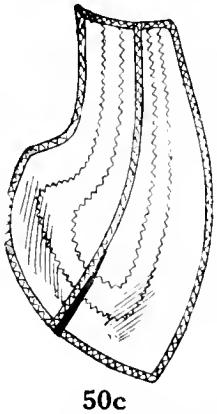
There is no more particular work in dressmaking than the proper tailoring of a jacket or coat and you should never attempt to make one of these garments in a hurry.

1—Lay on goods (Lesson 76—1 to 5).
2—Cut out lining (Lesson 76—5).
3—Baste up lining seams (Lesson 3).
4—Fit and make all necessary alterations (Lesson 77).
5—Cut outside material (Lesson 76—6-11).



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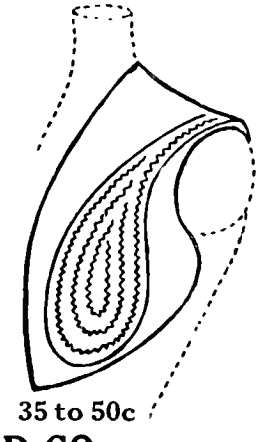

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If you cannot obtain Grean Specialties at your favorite dealer's, write us. We will supply you direct or through a reliable dealer and send you a catalogue of other dressmaking helps.

GREAN SHOULDER FORM & PAD CO.,

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NEW YORK

6—Baste in bust forms of hair cloth or soft canvas. You can purchase these ready made at any of our advertisers carrying Grean dressmaking supplies.

7—Join seams of lining, and press seams open. No work or stitches should be left visible on the lining, for much of the beauty of the coat or cloak depends upon this part.

8—Baste goods over lining and try on and fit perfectly (Lesson 77).

9—When an exact fit has been obtained detach from lining, sew up seams in desired manner (Lesson 41), and press (Lesson 75).

10—Make and put in pocket (Lesson 73).

11—Put in lining right side out and attach with very small slant stitches (Lesson 5).

12—Make sleeves (Lesson 72), press and sew in, turning in the lining to cover the seam.

13—Make collar and attach (Lesson 67).

14—Make buttons and buttonholes (Lessons 29 and 30).

15—Again press the entire garment.

16—The trimmings can then be sewed on, in any style or manner desired.

By paying strict attention to the above directions you will be able to work out a well fitting, nicely finished garment and the saving of doing this work yourself will allow you to put extra money into a better grade of material than otherwise you could choose or you can practically buy the goods for another suit.

ZOA-PHORA
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Are for local treatment and are antiseptic in their action on Diseased Tissue and Unhealthy Conditions. They allay Inflammation and heal the irritated parts. They contain Nerve Tonics which are absorbed into the Blood and Give Vitality to the Whole System,

The Zoa-Phora Antiseptic Vitalizing Cones are a female suppository, safe, reliable and effective. Beware of dangerous imitations that contain mineral and poisons and which have no established reputation. The Zoa-Phora Antiseptic Vitalizing Cones have in the past fifty years permanently relieved thousands upon thousands of women and the price of a **month's treatment for 50 cents** makes them within the reach of all. Read on the last page of this book your druggist' special offer to you of a free ten days' treatment of these Cones. Ten days' treatment will convince you that no matter how serious your condition a positive relief has been found. ***Sample free upon request.***

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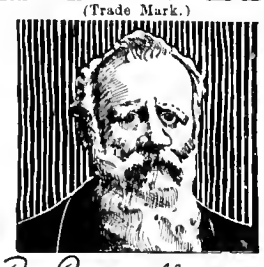

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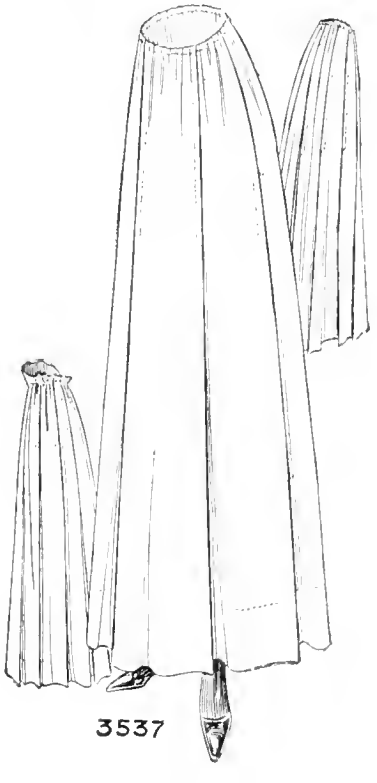

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CHAPTER XIII.

MATERNITY OUTFIT.

The outfit an expectant mother prepares for herself depends entirely upon what her duties require of her during this period, but in all instances the clothing must be loose and comfortable and both the dress and underwear should be supported from the shoulders. Special attention must be given the matter of corsets and to the lining of the gowns, as not only the appearance, but the comfort of the individual depends to a large extent upon these two things.

BERTHE MAY'S

Maternity Corset

The only corset of this kind made for its own purpose.

Every woman should have this corset in her wardrobe, to be used whenever needed, as it can be worn at any time, in a normal condition, as well as during the maternity period, thanks to its exclusive and simple system of gradual enlargement. It procures an absolute abdominal support at all times, enables women to dress as usual, to preserve a normal appearance and to attend to their every-day vocations. Physicians use it in their own families and prescribe it to their patients.

Orders by mail filled with absolute satisfaction because of my perfect yet simple measurement system.

Prices from $5.00 to $18.00

Write for free booklet No. 15

Which will be sent under plain envelope, together with photographic reproductions and full information.

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(98)—MATERNITY CORSETS.

No expectant mother should go without a corset, but she should never wear the ordinary style and cut, as her own health and that of her child would be materially injured by such a course. A maternity corset must combine as an abdominal support and a corset—in fact it must be a protection to the abdominal walls against too great relaxation and yet must serve to give grace to the figure and to make it possible for her to go about and be active during the entire period. The most celebrated maternity corset that has come to our notice is the Berthe May "Lucine" corset, and upon examination and investigation we find that the "Lucine" corset is so constructed that it can be worn as early as wanted, and allows the mother to dress as usual, to preserve a normal appearance, to deport herself with the greatest comfort, and to attend to her customary vocation during the whole term of her pregnancy.

It is manufactured to be an absolute safeguard against all accidents for the mother as well as for the child, on account of the healthy support which it gives both the abdomen and to the back. The Lucine corset can be made gradually larger when wanted, through a system of inside plaits of the material, which can be opened successively when more room is needed, and it can be reduced to a normal size and worn as long as desired after the child is born, the same as an ordinary corset, and yet with its own particular advantages, thus affording the comfort and safety so necessary in a weakened condition of the abdomen.

Lesson 99.—MATERNITY GOWN.

The instructions found in Lesson 91, make this gown perfectly, except the lining is finished altogether differently.

See cut of lining at top of Fig. 3916. Instead of making in the usual way the lining has dart seams starting from the shoulder and the center of the neck, and extending to the bottom of the waist lining.

The opening down the front shoulder is hemmed back, and the dart seams either side from the shoulder is faced back (Lesson 53).

Make eyelets (Lesson 25) on both sides of all three openings, and lace down with linen or elastic lacing. The band from which the front of the skirt falls is rather loosely fitted from exactly under the arms where there is but little necessity to enlarge.

Allowance must be made that enough goods is left at the top of the skirt to extend the front and sides as the figure demands in order that the skirt will hang evenly all way around.

Lesson 100.—MATERNITY SKIRT.

A maternity skirt is cut after a special maternity skirt pattern, but it is seamed and faced and finished the same as given in the regular lesson on skirt making. It should have a good sized pleat at each seam, and an extention at the top for lengthening front and sides, and a very pliable, easy stretching elastic band is used for the belt. See instructions (Lesson 76), for making.

ZOA-PHORA
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PILE REMEDY
ZOA-PHORA CO., Proprietors,
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PRICE, 50 CENTS.

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Ten minutes of time and 50 cents for a full month's treatment of this well-known meritorious effective Remedy, will forever convince ***you*** that to suffer with this disease is positively unnecessary. Full directions in each package. Go to your druggist today and procure a month's treatment before your disease becomes more deep seated and chronic. No matter how serious your case you will find the ZOA-PHORA PILE REMEDY—the one safe, reliable and satisfactory treatment. Accept no substitute. *Sample sent FREE upon request.*

ZOA-PHORA REMEDIES COMPANY, Toledo, Ohio
See page 96 for list of Cleveland's best known druggists who handle the full line of Zoa-Phora Remedies

CHAPTER IV.

THE SCHOOL GIRL'S WARDROBE.

To the girl who is away from home or the one without a mother to look after her wardrobe we have made out a list of necessary articles and you will find the list most useful in planning your wardrobe.

ZOA-PHORA

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FOR

Growing Girls

For over 50 years Zoa-Phora has proven an invaluable remedy to meet the needs of **weak, nervous, sickly girls and women.**

Zoa-Phora is Dr. Pengelly's private prescription for women, especially compounded to purify and enrich the blood, build up the tissues, strengthen the nerves and put the entire constitution in harmonious condition. Zoa-Phora is purely a vegetable compound—no alcohol, opiates, narcotics or other dangerous or harmful drugs.

Read our Special Offer Page 96 of this Book.

1—Light warm woolen combination suits.
2—Under vests.
3—Combination corset covers and drawers.
4—Petticoats.
5—White petticoats.
6—Hosiery.
7—Shoes.
8—School dress.
9—Church dress.
10—Party dress.
11—House gown.
12—Hair ornaments.
13—Millinery.
14—Handkerchiefs.
15—Collars and ties, belts and accessories.
16—Night gowns.
17—Bath robes.
18—Corset waists.
19—Sweater.
20—Cloak.
21—Furs.

Do not make the mistake of going without sufficient underwear and of a quality to give you sufficient warmth and have all of your lingerie plain and dainty. Get your shoes of sensible style and thickness and large enough to be comfortable regardless of the season or fashion. You will find on the following pages suggestions of appropriate styles for your gowns, together with complete instructions for the making of them and if you are a wise girl you will begin with the first lesson of this book and master every point of plain and fancy needlework for it is one of the most refined acquirements possible for a gentlewoman to attain. Special attention should be paid to your corsets, for during the pliable age, while you are growing you can seriously injure yourself and your health, by wearing a badly fitted corset. We would recommend the Berthe May "Hebe" Corset, for every girl entering womanhood, as it will give you all the beautiful curves and angles without the discomfort and danger of the modern corset. All of your garments should be simple and

girlish, as nothing is more unattractive than rich elegant garments worn by a sweet faced girl, whose youth and its natural qualities need no artificial adornment. Remember immaculate, sensible, dainty garments will win for you a thousand fold more admiration than magnificent, gorgeous effects suitable for the stage or at best for older women, whose natural charms are beginning to wane.

GIRL'S DRESSES.

Girl's dresses are made exactly on the same principle as a lady's dress. The style shown is one widely approved of and very popular for graduating, party and summer dresses. Follow instructions for making as found in Lesson 91.

Lesson 102.—GOWN 3911.—Make exactly according to Lesson 91, omitting hemming, if the material has embroidery edge, and if no lining omit X2—X6, and if without collar omit X11.

Lesson 101. — GIRLS SCHOOL DRESS.

Follow instructions for shirt waist (Lesson 89).

Collar (Lesson 63).

Skirt (Lesson 95).

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CHILDREN'S CLOTHES.

There is perhaps no department of sewing where an economical wife and mother can save to more advantage by doing the work herself than in the making of the children's clothes. Every mother desires to see her little ones daintily dressed and this requires more labor and care and expense than is usually figured on.

WHOOPING COUGH

DUNHAM'S SPECIFIC. Especially prepared for Whooping Cough. Shortens and lightens the disease. Prevents bronchial diseases. Quickly cures Croup, severe Coughs, Colds. Physicians recommend it. Used in Cleveland Orphan Asylums 20 years. At Druggists, 5 oz. bot. 50 cts., 12 oz. bot. $1.00.

Lickes Drug Co. M'f'rs, Cleveland, O.

The main point in planning children's garments is to have them as plain and appropriate as possible, and in every instance possible should be of wash goods such as linens, percales, ginghams, poplins, repps, piques, etc., but in the winter either underwear heavy enough to fully protect the child from the cold must be provided or woolen dresses of serge, flannel, novelty goods or any warm material must be worn. In the latter instance the guimpe or sleeves and yoke should always be of wash goods, so that it can be kept perfectly clean. It is hardly economical to make boys clothing after they leave the "Buster Brown" period, so we do not take up space in giving this instruction.

Lesson 104.—CHILDREN'S DRESSES.

Make all tucks in goods before cutting (Lesson 54).

Cut (Lesson 76).

Close seams, either plain (Lesson 41), or French seams (Lesson 47).

Make ruffles and attach (Lesson 56).

Make sleeves and put in (Lesson 69).

Make collar (Lesson 68).

Hem (Lesson 48).

Close with dainty buttons and small buttonholes (Lessons 29-30).

Lesson 105.—CHILDREN'S WAISTS AND DRAWERS.

Cut out (Lesson 76).

Join French seams (Lesson 47).

Face neck, armholes, bottom of waist (Lesson 53).

Hem drawers (Lesson 48).

If edging is used overcast on neatly (Lesson 57).

Put band on drawers (Lesson 64), make buttonholes to button on waist (Lesson 29).

Sew a bias band around waist line and sew on buttons (Lesson 30).

Fasten up back with washable buttons, and make buttonholes or sew on loops of elastic cord.

Lesson 106.—CHILD'S COAT.

A child's coat is made after the same general principles as the gown, except instead of ruffles over the shoulders a cape if desired may be made. The cape may be lined or unlined and is joined at the neck, the seam hidden by the facing of the collar.

BELLE VERNON MILK
—*the Best Milk*

Lesson 109. — ROMPERS. — Every mother should provide her child with rompers, for they are a comfortable, sensible garment for the little one to play in, and saves the mother much care and thought concerning his clothes.

Cut (see Lesson 76).

Sew up straight seams (Lesson 41).

Gather at knees.

Make sleeves (Lesson 69).

Put on collar (Lesson 68).

Make pocket (Lesson 73).

Make belt (Lesson 64).

CHAPTER VII.
INFANTS WARDROBE.

To the prospective mother, especially one expecting for the first time, it is usually a question as to just what they are to make, and how many of each article to make, so below we will give a list of absolutely necessary garments and articles together with an idea of about the number of each that the average expectant mother should have prepared: Six dresses, six bands, three petticoats (white), three petticoats (flannel), three pinning blankets, six night slips, one kimona, three wrappers, three sacks, one coat, one veil, three dozen diapers, one diaper cover, six pair bootees, one cap, six pair hose, six bibs; and a layout containing all necessary toilet articles, talcum powder, infant's comb and brush, safety pins, etc.

The little articles necessary to a child's wardrobe are very simple and easy to make, and if a mother has the time to spare, she usually prefers doing much of the work

Lesson 110.—MAKING THE INFANT'S OUTFIT.—The dress is made the same as instructed (Lesson 104) child's dress except very much longer.

The petticoat, both flannel and the dainty white ones are made under same instructions as Lesson 105.

The coat, (see Lesson 106).

The little flannel jackets are made in one piece and the edges should be embroidered or neatly bound with pink or blue ribbon. The night gown, follow instructions for making child's gown (Lesson 104).

PRINCESS SLIP.

Cut (Lesson 76).

Sew up seams (Lessons 41 and 47).

Make and put in sleeves (Lesson 69).

Hem back the fronts (Lesson 48).

Hem bottom of skirt (Lesson 48).

Make and attach collar (Lesson 68).

Make buttonholes (Lesson 29).

Sew on buttons (Lesson 30).

Sew on lace or fine embroidery edging (Lesson 57), or if lace or embroidery edging is not used you may feather stitch around the edge of the collar and down the front on either side of the buttonholes and many prefer to feather stitch the hem (see Lesson 18).

Kimona (see Lesson 86).

Bibs should be of double thickness, the edges turned in and finished with an edging of lace or feather stitched, and made as daintily as possible.

Diapers should be made of good cotton diaper cloth, of Birdseye linen or Canton flannel, cut square, and neatly hem by hand. A rubber diaper should be made for protection on occasions when you are traveling or taking your child away from home, but it should not be worn at all times as the ordinary waterproof diapers are not porous enough to let the air properly to the child's body.

Read the Special Offer as Given on Page 97

While Preparing for the Coming of the Little One, the Mother's Health Should Be the First Consideration.

CAN anything be more vitally important than that the organs of maternity of the mother be in a perfect state of health and strength to undergo this trying ordeal? The expectant mother should begin to take **ZOA-PHORA** as soon as pregnancy is known from time to time as needed according to directions, and should take regularly during the last month of confinement and for one or two months after birth. This treatment is a positive aid in maintaining a good condition of health during confinement, quick and easy delivery at birth, and a rapid recovery of natural health and strength afterward.

Expectant mothers can not afford to be without

ZOA-PHORA
Woman's Friend

CLEANING.

The cleaning of clothes and accessories of the dress is often a problem, for careful consideration must always be given to the nature of the spot and the material, for a process or chemical that removes the spot from one material will set the stain in or ruin another material. You can do considerable

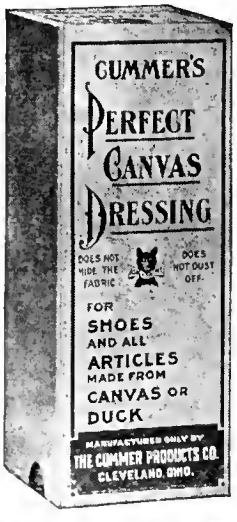
CLOTHES

kept beautifully clean and in "crisp freshness" by every dainty housewife

WITH

CUMMER'S ENERGINE

AT ALL GOOD STORES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PERFECT
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MANUFACTURED ONLY BY THE CUMMER PRODUCTS CO. CLEVELAND, OHIO.

CUMMER'S SHOE DRESSINGS

The Proper Dressing
For EVERY Shoe

Ask Your Shoeman

THE UNIVERSAL DRY CLEANSING CO.

If it isn't "Universal Dry Cleansing"
It isn't the best.

Call Us Up--Phones. **Auto Call and Delivery Service.**

General Offices and Laboratories **1218 to 1230 East 71st St.**

Down Town Store **532 Euclid Avenue**

of your own cleaning at home by using Cummer's Energine, which will clean perfectly woolen goods, silks, laces, furs, kid gloves, leathers, felts, feathers and almost anything cleanable, and it should always be kept on hand to keep your articles in good fresh condition. However, there are many garments that must be dry cleaned, and care should be taken to select a reliable place, otherwise your article may be returned to you ruined. We give you in these pages the addresses of first class establishments, where you can depend upon your work being properly done.

Nevertheless you will need a few suggestions for removing the spots and stains that are so apt to get on your clothes and which you may desire to try to remove yourself.

Blood Stains:—Soak the stains in cold water over night, then rinse and wash carefully in tepid soap suds. If the article is such that it can be boiled, it should then be put in very hot water, in which has been added a mixture of equal parts of "Elwako", and good laundry soap. Boil from 20 to 30 minutes, and rinse thoroughly in clear tepid water.

Brass Stains.—Rub pure lard on stain and leave for a few hours, then wash in tepid soap suds and proceed as for removing blood stains, if the goods can be boiled.

Cocoa Stains.—Soak in cold water, then pour boiling water through the spot until the stain has entirely disappeared, then wash in tepid soap suds and proceed as for blood stains, if the stain is on a washable article.

Coffee Stains:—Do not soak or put into soap suds until boiling water has been poured through the cloth until the stain is removed. Then follow directions as for removing blood stains.

Fruit Stains:—Follow directions as for removing coffee stains, or if on white goods, soak the stain in salts of lemon, and then rinse in ammonia water.

Grass Stains:—Must be removed with alcohol. If on thin goods pour out a little alcohol in a bowl and rub out the stain, or if on heavier goods, dip a cotton cloth into the alcohol, rubbing until the stain disappears. It is the alcohol that removes the stain and not the rubbing, so the main point is to have your cloth well saturated with the alcohol.

Grease Spots on any fabric, woolen, silk or cotton can most effectively be removed with Cummer's Energine—full instructions for its use are found on the bottle.

Ink Spots:—There are many ways of removing ink spots. If the spot is still moist cover with sugar, salt or flour until you have absorbed all the ink possible, then wash in sweet milk and rinse in clear tepid water, or if the ink

Zoa-Phora Balm

No Family Supply is Complete Without this Well Known Ointment---within easy reach at all times

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has dried wash out the ink stains in the milk and rinse as above directed. Or you may soak the stain in salts of lemon, or oxalic acid until the ink has been removed, or to a pint of water add one-fourth pound of sal soda, and one ounce of chloride of lime; soak the stain in this solution for half an hour, and then rinse in clear cold water.

Iodine Stains can best be removed with chloroform, but as this is a very dangerous drug to work with it is usually better to send your garment to a cleaner, than to attempt to do the work yourself.

Machine Oil:—Wash with cold water and a pure white soap, if the material will wash, if not rub wet borax over the spot and rinse in clear cold water.

Mildew:—Soak in buttermilk for 24 hours, rinse in clear tepid water, and spread on grass in sun.

Paint Spots:—Rub with vaseline until paint is softened, then wash in benzine or gasoline; or rub out the spots in equal parts of turpentine and alcohol, or turpentine and ammonia, then wash in gasoline or benzine.

Perspiration Stains:—Sponge with a weak solution of hydrochloric acid. until the stain is removed or the colors clear, then wash gently in tepid soap suds and rinse in clear tepid water.

Rust Stains may be removed by soaking in a diluted solution of hydrochloric acid and rinsing in clear cold water.

Scorch Marks can be effectively removed only by sunshine.

Tea Stains:—Follow directions for removing coffee stains.

Vaseline Spots:—Rub out in kerosene and wash in tepid soap suds and rinse in clear tepid water.

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DYEING.

Many old or shabby garments can be dyed and renovated and made over and months of service gotten from them, where without dyeing they would be useless. Old and worn curtains, rugs, table covers and various other articles may be dyed and brightened up, in fact making them in many cases, appear as good as new and that at but a few cents of expense.

Peacock Dyes are put up in collapsible tubes, and are much cleaner and easier to handle than the old-fashioned dry powder dyes. Unlike the old-time dyes, you can use the same dye for any fabric, whether it be of animal or vegetable nature. They are easy and simple to use, and do not stain the hands, so that it takes day to wear off, like many other dyes.

There are in all instances a few precautions in dyeing you must always follow. Do not expect to dye a dark piece of goods a light shade, as it is impossible to dye a dark colored fabric a lighter color. The color of the fabric which you are about to dye has nearly as much effect on the result as the dye you use. If, for instance, you have a yellow dress and use a blue dye, the result will be a green. The best plan is to try a small piece of goods first, and see the result, before putting in the article to be dyed. When dying, do not crowd the goods, but keep them moving by stirring occasionally with a wooden stick.

In taking goods from the dye bath, do not throw away the solution until goods are dry, so that in case the desired shade is not obtained, the goods may be put back in the same dye bath, and dyed a deeper shade, thus saving time and additional expense. It is advisable, when dyeing, to put a small piece of material in with the larger pieces, so that it may be taken out from time to time, to see if the desired shade is obtained, without removing the article itself.

When several pieces are to be dyed the same shade, they should all be put in the dye bath at the same time, otherwise a variety of shades would be the probable result.

In discharging or removing old colors from material that has been previously dyed, it is always best to discharge or remove as much of the old color as possible. This can be accomplished by boiling the goods, if cotton or silk. Boil from one-half to three-quarters of an hour in a bath containing soap, changing the water when it becomes discolored, if necessary, two or three times.

When removing color from wool, no soap should be used, as it tends to soften the wool. The removal of old color is very important in dyeing articles that have been previously dyed, as the newly dyed material will not come out bright and uniform, owing to some of the old color discharging when the article is put into the bath of new color.

PEACOCK DYES

For Home Dyeing

THE ONE DYE FOR ALL FABRICS

For dyeing Cotton, Wools, Silks, Linens, Mixed Goods, Raffia, Chipped Straw, Feathers, Basketry, etc.

By the use of Peacock Dyes in the household a great many old, worn and shabby Clothes, Curtains, Tablecovers, Rugs, etc., may be dyed, making them appear as good as new.

Peacock Dyes are put up in collapsible tubes, making them much easier and cleaner to handle than the old fashioned powder dyes.

FULL DIRECTIONS ON EACH TUBE.

Apple Green	**Dark Blue**	**Scarlet**	**Black**
Blue Green	**Navy Blue**	**Turkey Red**	**Orange**
Dark Green	**Cardinal Red**	**Pink**	**Yellow**
Green	**Crimson**	**Purple**	**Brown**
Light Blue	**Garnet**	**Grey**	**Seal Brown**

Sample card showing colors, sent on request.

Peacock Dyes sell at 15c per tube. If your dealer does not keep them, we will forward any color to you at 15c per tube.

F. W. Devoe & C. T. Raynolds Co.

NEW YORK and CHICAGO

LAUNDERING.

In this present day of good laundries the hardest and most laborious part of the work can be sent away, yet there are always numberless small things, or those of a dainty, delicate texture or color, or perhaps some pieces which one prizes very highly and one desires to have done at home. You must be most careful in this

YOU SHOULD USE ELWAKO

in your weekly washing. Because thousands of other women have learned by practical experience that it saves the hard labor of rubbing and dispenses with the washboard; that articles washed with ELWAKO last twice as long as when rubbed, whether they be Table Linen, Bedding, Curtains or personal apparel, and that it makes white clothes WHITE, not gray or yellow.

ELWAKO is not a Soap nor a Soap Powder. It is a scientific Washing Compound to be used in connection with any good Laundry Soap in accordance with directions printed on each package. It contains no Lye or Acid, and will not injure any fabric. It is invaluable

IN YOUR LAUNDRY WORK

It is sold by most Grocers. If you are not now using it, get a package from your Grocer. If he does not keep it, send us Ten Cents in stamps and we will mail you, postpaid, a package of regular size, sufficient for four family washings, with full directions for using.

We also manufacture ELWAKO CARPET CLEANER, which does wonderful work. One 25 cent can will clean any common sized rug or carpet without rinsing or removing from the floor, and restores all the original brilliancy of color without injury. Ask your grocer for it also.

Elwako Manufacturing Co., Cleveland, O.

1120 Prospect Ave., S. E.

work, for a badly laundered article is worthless to a particular or refined woman.

You should first see that you have a good laundry soap; many of the cheaper soaps, that you get on bargain counters, are worse than worthless, as they will turn your clothes yellow and fade and cause the colors to run.

Then always use a good laundry aid, one which will remove the dirt and stains and germs without the unnecessary labor of rubbing, for you can wear your articles out more by rubbing them over a rough washboard than you would wear them out in a week of almost constant service. We suggest the use of "Elwako," as it positively contains no lye, acid or substance of any kind which will injure the most delicate fabric, and it will make your clothes clean and whte with a saving of labor, time and wear on your clothing. Further, be careful to get good bluing and good starch and if possible have your clothes hanged out of doors, where they can get the full benefit of the air and sun.

First.—Sort over your clothes, being sure that nothing with a color in it is put with the all-white clothes, and if you have a large number of pieces, sort the coarser from the finer and wash the finer first, and soak white pieces in cold water over night.

Second.—Shave one small cake of Elwako and one bar of any good laundry soap together in three pints of water and boil and stir until they are thoroughly blended.

Third.—Put one-half of this mixture into a washboiler containing very hot water and fill the boiler with the clothes, wrung out of the cold water.

Fourth.—Boil from 20 to 30 minutes and wrinse thoroughly through one or two tubs of tepid water and then through bluing water.

Fifth.—Starch and hang on line, being sure that the corners are well fastened, so the articles will not blow about and tear or become stretched out of shape.

Sixth.—When dry, sprinkle with tepid water and roll tightly and leave for at least one hour, but over night is better.

Seventh.—Iron with great care, taking precautions to always keep the garment in perfect form or you may render it unsightly by ironing out of shape.

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WHAT IS ZOA-PHORA?

THIS question "What Is Zoa-Phora" is asked hundreds of times daily—asked by intelligent women seeking a satisfactory, rational, plain, honest reply. Before using a treatment a sensible woman wants to **know what** she is using—she is perfectly justified in demanding an honest and straightforward answer. Our remedies are used by the thinking class of women throughout the United States and we are giving **you** a few reasons **why you** are safe in choosing Zoa-Phora in preference to all other remedies and **why you** are guaranteed satisfaction. When you know what Zoa-Phora really is you will be convinced if you are suffering with any form of disease peculiar to women, that you have found a treatment perfected to the limit of modern medical discovery. The following indisputable evidence will convince the most skeptical of the merits and value of Zoa-Phora.

1. **Zoa-Phora is one of the oldest reliable preparations** on the market for the treatment of diseases of women. It has, for nearly 50 years, relieved and cured the very worst forms of Female Trouble and ailments peculiar to women, and given entire satisfaction.

2. Zoa-Phora is not an **ordinary patent medicine**—not some dope handed down by an ignorant layman, but **Zoa-Phora is the prescription of Dr. Pengelly, one of the greatest Specialists of his age in the treatment of the diseases of women.**

3. **Zoa-Phora contains no alcohol**—positively not one drop is used; therefore, Zoa-Phora does not make drunkards or a craving for stimulants.

4. **Zoa-Phora is a vegetable compound.** It is manufactured only of the best and most valuable roots and herbs known to science. Zoa-Phora is Nature's own restorative and cure.

5. **Zoa-Phora does not contain minerals, opiates, narcotics, or any dangerous or harmful drugs.** It does not make "drug fiends," as do some of the cheap, inferior preparations on the market.

6. **Zoa-Phora contains only the best and purest of drugs.** No expense is spared in its preparation. Positively the best ingredients known to modern medical science are used in its composition.

7. **Zoa-Phora is not a secret formula.** We are not afraid to publish to every woman and to every physician and to the whole world, just what Zoa-Phora is compounded of. Does not this prove that Zoa-Phora is beyond question all that it is claimed to be? Write today and we will send you a copy of its formula.

8. **Zoa-Phora is compounded to cure.** It is indeed (Woman's Friend). No alcohol in it to excite the nervous system and make you feel fine for a few hours and then leave you weak and exhausted. No opiates or narcotics to suddenly deaden your pain and in time ruin your nervous system. Zoa-Phora begins at the seat of your trouble and builds up every part of your body, especially the sexual organism. Maiden, Wife, Mother, and Grandmother find it the best woman's tonic to carry them safely through the various changes of womanhood. If you want to be cured, give Zoa-Phora a chance to do its good work, and you will then know to your own satisfaction and benefit just what Zoa-Phora really is.

In addition to the splendid tonic effects of Zoa-Phora many women need a good local treatment and in order to encourage the use of our Zoa-Phora Antiseptic Vitalizing Cones in all cases when needed we are making the following offer of a full **Ten Days' Treatment of our Zoa-Phora Antiseptic Vitalizing Cones** (further information on page 79 of this book).

Present this coupon to your nearest druggist. If your druggist has no free box for you have him write us.

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With the purchase of one Dollar-size bottle of Zoa-Phora the bearer is entitled to a full ten days' special treatment of the Zoa-Phora Antiseptic Cones which the Zoa-Phora Company are supplying the drug trade free of charge for this purpose.

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